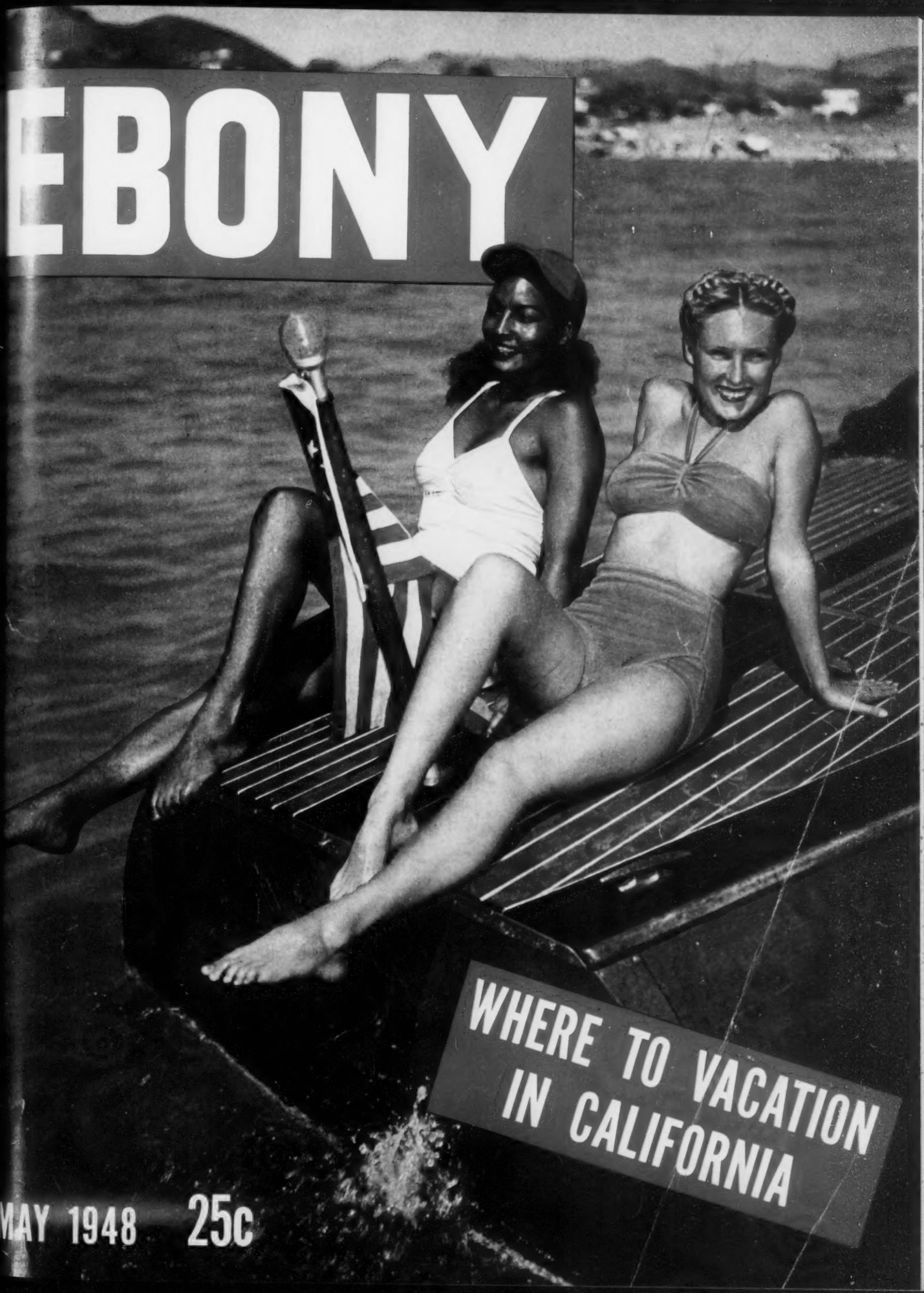
EBONY



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1. Foam rubber pads, removable for quick washing!

2. New, easy to fasten front opening!

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Luxurious satin in WHITE, TEA-ROSE, BLACK.
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A fascinator!..The exciting difference is a simple small wire. Gives added support —young, natural lines...Rich satin with embroidered lace frame...fine net piping! In White, Tea-rose, Black, Pastel Blue.

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Address_____

City_____ Zone____ State_____

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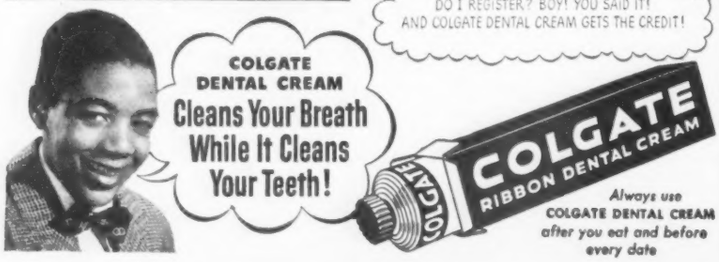
LATER-



LETTERS AND PICTURES

WHITE NEGROES

Congratulations to EBONY and Roi Ottley for the excellent airing of America's "Five Million White Negroes." It was a soul-stirring story covering a secret, confidential and taboo subject, beautifully portrayed.

LEWIS E. LAUGHLIN
Jamestown, N. Y.

Your article "America's Five Million White Negroes" is not biologically sound. There is no such entity as colored blood; color is transmitted through genes located in the chromosones of the sex cells.

Every human being has 48 of these genes, twenty-four received from each parent. A set contains the hereditary characteristics transmitted from innumerable ancestors.

When two mulattoes marry, there is a possibility of their having a white child. Many of these so-called "passing" Negroes are actually white in the real sense of the word. Their only tie to the Negro race is a cultural one.

WILHELMINA PAEZ
Chicago, Ill.

May I take this opportunity to thank you for the interesting information on "Five Million U. S. White Negroes" by Roi Ottley. Mr. Ottley always writes a good straight forward story and always so accurate.

MRS. KAY COMBS
Bronx, N. Y.

The girl on the cover of the March issue was said to be SWEET SIXTEEN, but we and many other readers question the word, SWEET.

How can you have such a seductive-looking girl, obviously with bleached hair, represent the white American Negro? We ourselves fall under this particular classification and do NOT like the idea of being represented by this person.

If you cannot find better cover material, it would be far better for your magazine to just leave it blank.

R. H. HENDERSON
G. L. WALKER, JR.
Los Angeles, Calif.

BABIES BY SPECIAL DELIVERY

I just read your January issue of EBONY including the story of "Babies By Special Delivery" which was really super.

I am 21 years old and the mother of three children, my youngest being 3½ months old. All three which were delivered by the Chicago Maternity Center are the most healthy babies ever. The doctor and nurses were all as nice as could be.

Your photographer took some swell pictures. How well I relived some of the same scenes over again. The best

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Silver or gold $10.98

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☐ Payment enclosed ☐ Send C.O.D.

EBONY is published monthly by Negro Digest Publishing Co., Inc., at 5125 South Calumet Avenue, Chicago 15, Illinois. Entered as second class matter October 2, 1945, at the Post Office at Chicago, Illinois under the Act of March 3, 1879. Subscriptions $3.00 a year in the U. S. A.

15,000,000 people must be right!

Aladdin RECORDS

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Amos Milburn

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Also AMERICA'S NO. 1 SPIRITUAL SINGERS
The SOUL-STIRRERS

ALADDIN GIFT COUPON
This coupon when presented to local dealer entitles bearer to one large photo of favorite ALADDIN star absolutely ★ FREE! ★
GIFT COUPON
ALADDIN GIFT COUPON

LETTERS *Continued*

thing I could say about the center is not good enough. I paid what I could spare when the babies were born. They are doing a swell job over there.

My sister had her first baby, a 7-pound boy, at the hospital and stitches were required. I told her to have the next at the center and she did, a 9-pound boy and not one stitch was needed because of the skill and knowledge typical of the center's physicians. If I have 10 children, I'd want them all to be delivered by the center.

E. L. Smith

Chicago, Ill.

It certainly surprised me to see that there are those who spoke against the article "Babies By Special Delivery." More articles of this type will enable America to boast of better mothers and fathers in the future. Too many of our young people think that Santa brought the new baby as it is. Continue wiping out ignorance.

Orchids to you and your staff.

Roslyn Dunn

Bronx, N. Y.

As a director of a nursing school, I wish to compliment you on your feature "Babies By Special Delivery" for the simple reason that the pictures meant more than some of EBONY'S readers will admit. It was more knowledge about child birth and should have been another chapter of knowledge to even those persons narrow-minded enough to criticize it.

Hazel M. Bell,
Director
Bell School of Nursing

Philadelphia, Pa.

In reading a copy of EBONY, I ran across your article showing childbirth. It was an excellent article.

I am a nurse, employed at Montifiore Hospital in Pittsburgh and I am particularly interested in obstetrics.

Elizabeth Porter, R.N.

Pittsburgh, Pa.

I am writing in connection with the criticisms on your article, "Babies By Special Delivery," which appeared in the January issue of EBONY.

I am a young man of 19 who is enrolled in the Eckels College of Mortuary Science, where we receive instructions in anatomy and physiology as one of our major subjects. In addition to this fact, I spent two years at Virginia State College as a biology major. Since I feel that I have a fair conception of the physiology of sex and childbirth, this is my frank opinion:

Too many parents through neglect or incompetence do not inform their children as to the evils and the pleasures that are to come from sex which has but one primary function—reproduction. Fortunately, my parents imparted the necessary facts to me as a child with good advice for meeting certain circumstances.

I wish to acknowledge a certain amount of embarrassment which seems to be prevalent in all conversations concerning sex and reproduction. This is true because the subject is discussed only behind closed doors and even then it is not too frequent. As for my opinion, continue to print these articles as they

Continued on Next Page

"Draws Crowds Everywhere!"

Maxine Sullivan

Her first big-time appearance, at New York's famous 52nd Street Onyx Club catapulted petite Maxine Sullivan to overnight fame. For it was there that she introduced the now almost-legendary swing version of "Loch Lomond." Since then, her soft voice and lilting style have won her an army of devoted fans wherever she has appeared. Such old favorites as "Annie Laurie," and "Loch Lomond" have found new popularity through Maxine Sullivan's delightful artistry.

What makes Beech-Nut Gum so popular? It's unique, refreshing Flavor—Beech-Nut Flavor. Found only in Beech-Nut Gum!

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Please send ..... "Bolero Belles" on approval at $5.98 each plus postage and C.O.D. charges. If not delighted, I may return purchase within ten days for refund. (You may enclose purchase price plus 20 cents postage, saving C.O.D. fee. Same refund privilege.)
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LETTERS *Continued*

are definitely beneficial because they give the youngsters of today a chance to learn what their parents and secondary schools have evaded.

BERNARD O. AMES
Philadelphia, Pa.

I am a Negro pharmacist's mate stationed at the Philadelphia Naval hospital, and for the first time since I began reading EBONY, I have a gripe to air.

First, allow me to extend my personal orchid to you for that timely article, "Babies By Special Delivery" which leads to my gripe. . . .

Month after month I read your letters column with growing nausea. Now it has finally erupted, and I attribute this state of being to the letter submitted by Miss E. Henry of Brooklyn, N. Y. with her views on the aforementioned article. Judging from this letter, I imagine that Miss E. H. considers herself quite modern; yet she expounds such a mid-Victorian view on the subject that I can but regard her with contempt.

This poor deluded creature has had her false modesty jostled by your "nick-of-time" article. She claims this modern, intelligent woman "will find out these facts of birth" for herself in due time. Yes, due time indeed . . . so many others have found them too . . . The illicit abortion mills of our country if they were to publish bulletins, would without doubt show Miss H. how many of our sweet young misses have discovered these facts out sadly and *in due time*.

So I say to her and her ilk that if we must allow our youth to gain these things for themselves, then education isn't the medicine for ignorance.

L. BARRY WOOD, PHM2/c
U.S.N. Hospital
Philadelphia, Pa.

I read some of the comments about "Babies By Special Delivery." I am referring mainly to the letters from Rev. E. L. Brown of Cleveland, and from the teen-ager Ruth Metts. This is what I frankly think:

"The Rev. Brown isn't going to give lessons on having babies, and as for the child, Ruth Metts, where her mother had foresight enough to tell her such things, so many other mothers don't care or put it off too late."

I really think you did a wonderful thing by "trying" to help young girls.

MRS. CLARADEAN WILSON
New York, N. Y.

RODEO RIDERS

What you said about Bill Pickett (February issue) was quite interesting. He was unquestionably one of the all-time great rodeo performers. My father used to speak of him often. They worked together in many shows for many years.

Although he could hardly read or write, Bill Pickett had a great faculty for languages, and seldom forgot a word once he had been told it. He could speak, not only Spanish, but German, French and Dutch, although he had

ZIP IT SNAP IT

New Sport Shirt Sensation

For Him—a trim, comfortable shirt of fine washable Luana Gabardine. No ugly buttons to mar its beauty. Zip the shoulder, snap the collar—exclusive features of the Shoulder-Zip Pullover Shirt.

Sizes: Small, medium, large

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Send me—prs. California "ZOMB-EES" at $1.98
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You don't know you're wearing one..

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That's the glory-be, jump-up-and-down news about Meds—the safe, soft, comfortable tampon designed by a woman doctor... made by Modess!

Shower, dance, bowl

...wear today's revealing fashions. No telltale bulges... and you feel so clean, so fresh!

Know new comfort next time. Buy a purse-size box of Meds.

Or write for a free package in plain wrapper. Dept. E-5, Personal Products Corporation, Milltown, New Jersey.

Acceptable for advertising in the Journal of the American Medical Association.

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Meds are made in two sizes:
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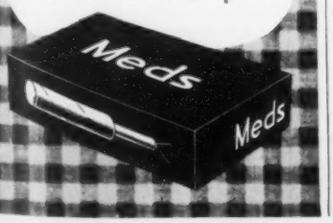
The Modess tampon



LETTERS *Continued*

only traveled in those countries with rodeos and Wild West shows.

In his writings my father paid quite a tribute to Bill Pickett at the time of Pickett's death.

WILL ROGERS, JR.

Beverly Hills, Calif.

Congratulations on your additional sixteen pages of news stories in the February issue. I believe that will quiet any fears that EBONY, too, will let her ads overshadow her news features.

I enjoyed the article on Rodeo Riders very much. However, I would like to mention the fact that Marvel Rogers won his well-earned Burma Bull prize money in Ellensburg, Washington and not in Ellensburg, Oregon as the article stated.

It is rumored that George Fletcher plans to open a riding academy in Seattle, Washington, where he is quite well known. Members of other races have the highest regard for him and invite him to appear in most of the shows in the Northwest.

GILBERT L. BAKER

Seattle, Wash.

PEKE OR POM

On page 42 of February issue, you say under one picture "Pet Pekingese dog is much pampered in Whiley-Tell household." Consult your dog expert. Looks like a Pomeranian to me—long face, keen features. The Peke has a "mashed in" face with floppy ears.

We have an adorable, also "much pampered Pom" and believe me, the breed demands pampering. Please get them straight—for the record.

JANE TILLAR

New York, N. Y.

FEMALE IMPERSONATORS

I have been reading EBONY for quite some time and find it very nice. It is the best magazine that I have read and really enjoyed, but I think that surely you can find something much more interesting to write about in the entertainment field besides the Female Impersonators article which appears in your recent publication of March.

I suggest that you keep such trash out of such a fine magazine.

JOHN WILEY

Cleveland, O.

I for one resent such pictures as the female impersonators. I don't think much of a man trying to be a woman. There isn't anything uplifting about that. It is a come down for EBONY.

A. KIRK

Cleveland, O.

As a female impersonator of the Capital City, allow me to congratulate your wonderful article on my colleagues of Detroit and Chicago in your March issue.

However, I have one complaint, Nina Mae MacKinney, whom I trouped with, is pictured on page 63 but the caption reads: "Petite Swanson." If I know Nina Mae, I bet he's burned up! The pictures are wonderful and will have a permanent place in my scrapbook!

Like Nina Mae, I use a great singer's

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A touch of Spring . . .
a new silhouette

A.

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Your choice of Red, Green or White Kid
. . . . . and Black Patent
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AND .... ONLY 4.98

Our Baby Toe in a spectacular Spectator
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EB-5

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Send "Date Maker" on approval. I'll pay postman $6.98 plus postage and C.O.D. charges. If not delighted, I may return dress for refund within ten days. If prepaid, we pay postage. In New York City add 2% Sales Tax. **WE SHIP IMMEDIATELY**

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Check Enclosed ___ Money Order ___ C.O.D. ___
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LETTERS *Continued*

name too; that of Lena Horne. However unlike Nina, I haven't Lena's permission to do so! I hope to procure it some day, however, if I ever reach the impersonator's mecca, Joe's DeLuxe!

"LENA HORNE" THOMPSON

Washington, D. C.

Just received a copy of EBONY and I am really impressed with the articles about my club and its success.

The history was very well written.

JOSEPH HUGHES
Joe's De Luxe Club

Chicago, Ill.

COUNTRY CLUB MANAGER

Read your article in July issue of EBONY about Carl Snipes, East Aurora Country Club manager, probably being the only colored one in the country. William Wharton of Jamestown, N. Y. has been manager of a very affluent country club for a number of years, and in 1945 my husband, Harry Peterson, was sole manager of the country club here. He also had the bar and food, and hired white help most of the time.

My husband has been secretary of the Square Circle Club here for seven years. It is a rod and gun sportsmen's club, 300 white members, he is the only colored member. Also Mr. Peterson's niece and nephew (several years ago) purchased an almost 300-year-old historic Cape Cod, Mass., home (enclosed

is post card of same). I presume they are the only colored family in the country with the picture of their home on a post card sold in all stores in the Cape Cod section. It is in South Sandwich and has 235 acres and two lakes.

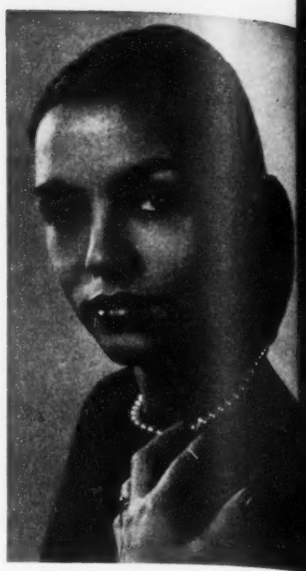
REGINA PETERSON

Salamanca, N. Y.

ADVERTISING

I implicitly resent the attempts made by the manufacturers of Snow White and other products to make the colored population think the only "kissable" Negro women are those with light complexions. How can you, EBONY, sacrifice your integrity and hypocritically continue to proudly devote pages to colored women, both dark and fair, who have attained commendable positions in life—and at the same time sell space to a product which forwards the opinion that success comes with a fair skin? Where is the policy, democratic thought, and common sense which should be so prominent and unerring in our Negro publications? Would you help us to segregate ourselves for an advertiser's fee? Is it worth it?

I am not ashamed of the brownskin, nor the lightskin heritage bestowed upon our people. Neither has made us



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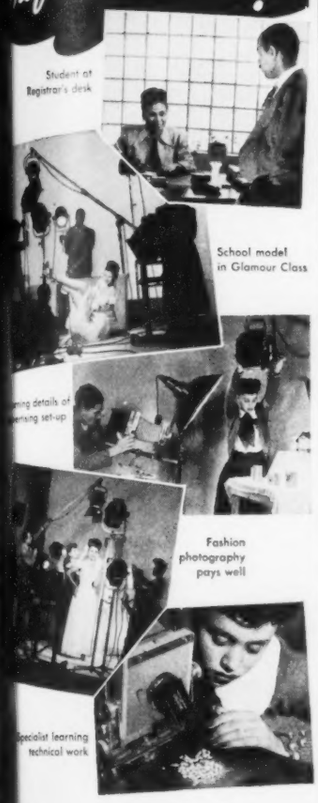

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Sounds good to me! Send me the full details about how I can prepare myself to earn big money in photography. I understand there's no obligation.
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ADDRESS.....
CITY.....ZONE.....STATE.....

LETTERS *Continued*

more or less handsome or competent. I, therefore, sincerely hope that in our continued struggle for democracy and unbiasness you, EBONY, will not permit color to be emphasized by such ads.

ANDREW M. ARCHER

New York, N. Y.

The last number, which you hail as including 16 new pages, is extremely disappointing. As far as I could see, the 16 additional pages were mostly pretty vulgar text and pictures advertising hair straighteners, bleachers, skin whiteners and false hair. I realize that there must be a great deal of money involved and that you probably have to make a difficult choice between funds and dignity. I only write to ask that when or if it becomes possible, you will alter the emphasis somewhat. Your photography is so good and much of the text so readable that it is very unfortunate to have the whole look of the magazine so cheapened by masses of advertisements such as I have mentioned.

DOROTHY H. W. HUNT

Providence, R. I.

It is such a disgrace to our race for you to accept such advertisements as the Manor Company's sharp pointed shoes and pork-pie hats. Also extreme style clothes.

No such ads ever appear in white newspapers. Such apparel makes us the laughing stock of the world. I have told the Manor Company by letter just what I'm telling you. Otherwise, yours is a good magazine.

I wouldn't wear such apparel to a dog fight.

C. A. ROSS

Hannibal, Mo.

MARINES IN GREECE

I have just received the October issue of EBONY Magazine and in my opinion and that of many others, we think it is the greatest there is. EBONY is looked upon as a great magazine here in Greece, even by the people who live here.

We here in the Marines discuss many articles which we read in the magazine, for example "No Biz for Show Biz," and we agree that what was said in the editorial should be a very fine thing for Negro entertainers to know.

PFC. CHARLES BROOKS, JR.

Athens, Greece

HOW TO SPELL BENZEDRINE

In the November 1947 issue of EBONY there appeared a story headed "Meet the Real Lena Horne" in which 'Benzedrine' (amphetamine sulfate SKF) was mentioned.

In view of EBONY's reputation for accuracy, and our appreciation of the difficulties presented by medical nomenclature, we are sure you do not mind our pointing out the following:

In the story referred to, the word 'Benzedrine' was spelled with a lower case b, the implication being that it is a generic or common name. Actually, 'Benzedrine' is our registered trade mark for this drug. Its generic or common name—, and, therefore, prop-

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2 for $13

Here are stunning blouses . . . styled with all the fashion-wise touches you'd expect to find only in more expensive blouses. They're superb styles . . splendid values . . and only available by mail. Order these beauties today.

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Check One: I am enclosing $..... Ship prepaid.
I am enclosing $1. I'll pay postman balance plus C.O.D. and postage charges.

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No. 4506		

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Mrs.....
Address.....
City..... Zone..... State.....

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Hollywood 28, California
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Sizes: 10 12 14 16 18 (Circle your size)
Colors: Black ☐ Red ☐ Green ☐
Powder Blue ☐ (Mark 1st & 2nd color choice)
Name_____
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MONEY BACK GUARANTEE!

LETTERS *Continued*

erly *not* capitalized—is: amphetamine sulfate.

May we ask that if, in the future, you have occasion to mention this drug it may be referred to:

either as—Benzedrine—upper case B to indicate that the word is a trade mark,

or as—amphetamine sulfate—not capitalized.

We hesitate to bother you about this, but it is an important matter to us for business reasons, and, we believe, to you too in the interests of accuracy.

G. F. Roll
Smith, Kline & French Laboratories
Philadelphia, Pa.

QUICK CURE FOR SYPHILIS

I've always been an admirer of EBONY for in my estimation, it is one of the really great magazines.

Your articles have always appealed to me with the exception of your February issue dealing with that dreaded disease, syphilis. It seems that the illustrations are much too bold and should have had more shadows.

I trust you'll accept this as constructive advice.

William E. Knox
New York, N. Y.

I enjoyed reading the article on "A Quick Cure for Syphilis." I'm so glad to see some progressive steps have been taken to cure people of this dreaded disease.

I know you will receive some insulting letters about the appearance of some of the pictures that accompanied the article but let me be the first to say continue publishing anything you see fit that will help people.

Alexander R. Thomas
Roxbury, Mass.

WAS LINCOLN ANTI-NEGRO?

I would like to comment on your editorial, "Was Lincoln Anti-Negro," in the January issue of EBONY.

Mr. Lincoln and his beliefs pertaining to the Negro are history. Discussing them on paper can't change them. I personally believe your editorial would have been of more value to your Negro readers had you urged them to carefully weigh the issues of the coming election and make their weight felt at the polls.

What President Truman *is;* what he, Dewey, Taft and Wallace intend to be is much more important than what Mr. Lincoln *was.*

Lawrence Barclay
Cleveland, O.

Your editorial on Abraham Lincoln, which appeared in the January issue of EBONY, is the best I have read yet.

Mr. Lincoln, who in my estimation was the truest friend the Negro race has ever known, has certainly been denounced by members of our race. It gives me a nauseating feeling to listen to them give out with derogatory statements about the one man who opened the doors of progress to our race.

Irene E. Cooper
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Handsome, hefty Genuine Sterling Silver Honorable Discharge Ring, yellow gold finish, only $1.98 plus tax.
SEND NO MONEY Beautiful DISCHARGE EMBLEM on handsome scrolled mounting. Mail name, address, and ring size. Pay postman only $1.98 plus tax and postage. If not delighted return ring in 10 days for money back. Order today. Send strip of paper for size.
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Send me an 8 x 10 inch autographed photo of the following Specialty Record Stars.

☐ Roy Milton ☐ Jimmy Liggins ☐ Camille Howard

with free catalog of the latest Specialty Records. I enclose 10¢ to cover cost of packaging and postage.

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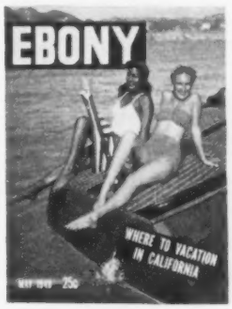
COVER

Suzette Harbin and **Vivian Brown** are both Los Angeles residents who find the famed vacation city a good place to get out of when they go vacationing. They patronize nearby Lake Elsinore, a favorite haunt of Negro vacationists on the West Coast (see Page 19). Suzette is one of only two persons who have ever made the cover of EBONY twice (the other: Lena Horne). She was last seen in a story on *The Foxes of Harrow*, has a small maid's part in the forthcoming *State of the Union*. Kodachrome by Larry Barbier.



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33—JOE COVELLO — B.S., GRIFFITH DAVIS, WERNER WOLFF—B.S.
36 to 40—GEORGE PICKOW—T.L.
41 to 43—SAMUEL GOLDWYN PRODUCTIONS
45 to 49—WERNER WOLFF—B.S.
50, 51—STEPHEN DEUTCH
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54—JOHNA PEPPER — P., LARRY BARBIER, RICHARD SAUNDERS — B.S., ROBERT SCURLOCK, F. F. RANDON — B.S., ACME, ROBERT SCURLOCK
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60, 61—WAYNE MILLER
62 to 65—EARL LEAF—R.G.

Abbreviations: B.S.—Black Star; T.L.—Three Lions; P.—Pix; R.G.—Ralpho-Guillumette.

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Palmer, Mass.

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LOUIS JORDAN says "BEWARE"

IF YOU WANT TO FEEL RIGHT—WEAR THE BEST

Louis Says Get Yours from

Hollywood Al

THE MASTER HIMSELF

Knows his needle—He knows the goods and he can make pants—

The way you want them

THE LATEST IN—
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or Chalk Stripes

SPECIAL—only $14.95

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THE LATEST in Gabardines, Flannels and Chalk Stripes now ready to be shipped to you. Just mark off on your coupon and mail.

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Waistline measures.....inches. Seat measures..... ..inches.

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Send at least $2.00 deposit, pay balance on delivery, plus postage. If you send all cash or money order you save postage. Mark an X next to style desired:

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CITY..... STATE.....

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NEW YORK CITY, 27, NEW YORK

Celebrities of stage, sports world and theatre appreciate Hollywood Al tailoring.

BACKSTAGE

ONCE AGAIN EBONY is in the news. Two of America's leading magazines—Reader's Digest and Time—have turned to our pages to reprint outstanding features which have attracted national attention. The Digest, which has the largest circulation of any magazine in America, ran EBONY's editorial, "Time to Count Our Blessings," in its March issue with a note from NAACP secretary Walter White hailing the piece as packing "more common sense into a few words than is contained in many books."

"It voices a warning to both white and Negro America which took courage to say, but which desperately needs to be said," White adds, ". . . I am delighted EBONY has spoken as bluntly and accurately."

For the fourth time in 2½ years we made Time (three times in Newsweek). The leading news magazine reprinted some of our pictures from Roi Ottley's bangup story on "Five Million White Negroes" as a quiz game for its readers, who found it just as tough as EBONY's followers to pick who was white and Negro. Some folks are still asking about the photos, unconvinced that our answers were right. For the benefit of the many who have written letters on the subjects, Nos. 3, 6 and 12 were white and all the others Negro.

How do we know they're white or Negro? We don't. We're only reporting how they are accepted in American life on the basis of their nationality antecedents. There may be a *Kingsblood Royal* story somewhere in their background but the same applies to just about every so-called white American.

Many readers who wrote to commend the Ottley piece will be happy to learn that Ottley will be doing pieces regularly for us. Author of the best seller *New World A-Coming*, Ottley will soon have a new book, *Black Odyssey*, published by Scribner's. His articles will be appearing in the magazine in coming months.

On the calendar for next month's issue is an entertaining piece that will delight all parents, "Nursemaid to the Quadruplets." It's the story of what it takes to handle four identical two-year-olds, the famed Fultz quadruplets of Madison, N. C. An example of what nurse Margaret W. Ware goes through is the above picture of a hair-combing session with one of the girls.

"You want to be EXTRA careful when your family's HEALTH is at stake!"

ALWAYS LO FOR THE TRADE MA

This trademark VASELINE is your guarantee of safety. Pure enough for baby's tender skin. Safe for the quick relief of minor burns, bruises, irritated and chafed skin, and a dozen other household emergencies. Buy a jar . . . today.

SCORE RECORDS

proudly introduces America's Finest Spiritual Singers

The TRUMPETEERS

ask for SCORE #5001
"MILKY WHITE WAY"

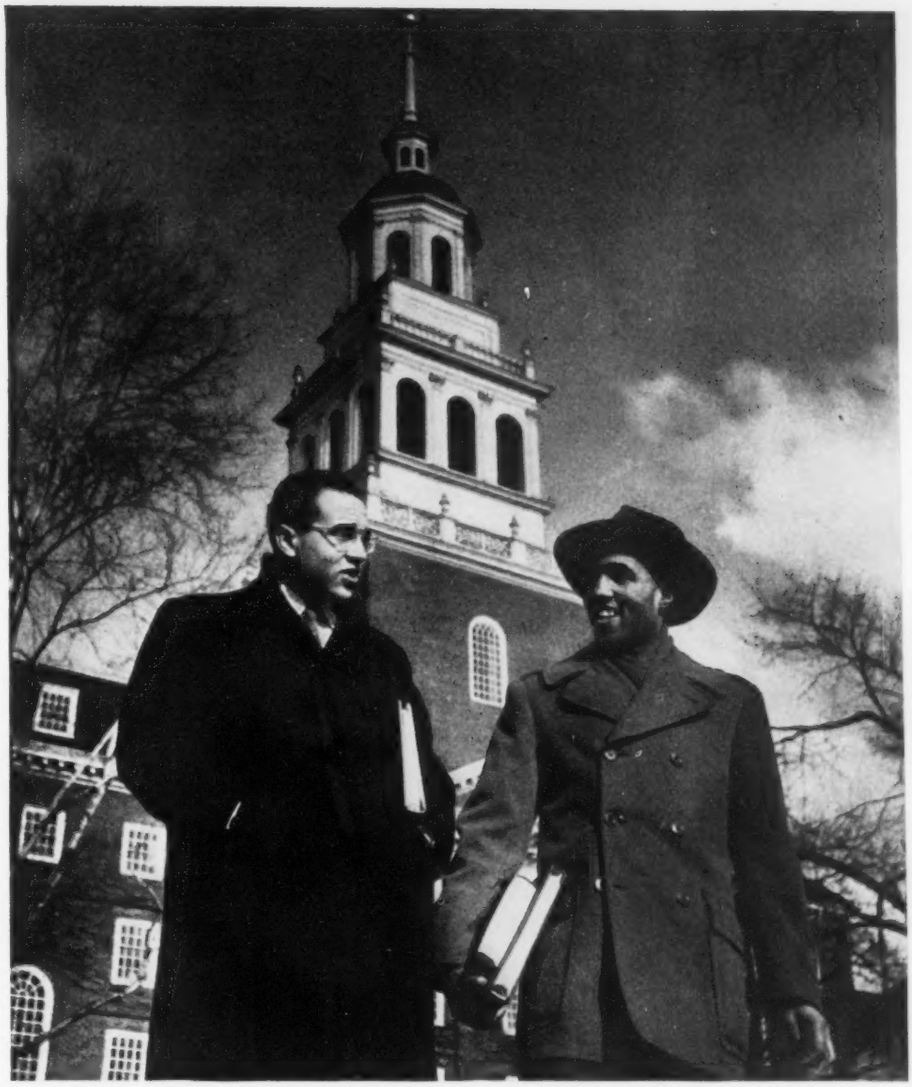
Soon to be released
"AT THE CROSS I'LL BOW"

• SCORE GIFT COUPON •

GIFT COUPON

This coupon when presented to local dealer entitles bearer to one large photo of THE TRUMPETEERS absolutely FREE!

• SCORE GIFT COUPON •



In famed Harvard "yard," undergraduates Frank Jones and Hugh Hill stroll to classes from their dorms in Lowell House, one of most important college landmarks. Lowell is biggest of seven "new houses" at university.

Harvard Men

Famed university turns out some of most distinguished U.S. Negroes

THE OLDEST, richest and most influential institution of higher learning in the U.S., Harvard is the alma mater of more distinguished leaders of Negro America than any other university.

Ever since the Cambridge school graduated its first Negro five years after Emancipation, top names in Negro life have emerged from its hallowed College Yard to follow in the footsteps of outstanding alumni such as aggressive editor William Monroe Trotter (first Negro to make Phi Beta Kappa) and respected dean of letters W. E. B. DuBois (first colored Ph. D. at Harvard).

Today the university has perhaps its highest Negro enrollment in history, some 30-odd students in undergraduate and professional schools who are carrying on the best scholastic traditions of Harvard's top-rate colored graduates. Keeping no records of racial origin in either application blanks or registration cards, Harvard's officials do not know exactly how many Negroes its eleven different schools have but the growing number is evident in campus life where they play an increasingly important role. Although snobbery is still evident in exclusive private societies like the blue-blooded Porcellian, Fly and Fox clubs which do not admit Negroes, Jews, Catholics or "poor" Protestants, Harvard's racial pattern has come a long way from the days of DuBois who was isolated from its social life.

Non-segregation is preached and practiced in both classrooms and dormitories. Most students have white roommates.

Social activities know no color line either. Dances are open to all. Recently when the off-campus Club 100 management barred two Negroes, some 500 Harvard students returned their membership cards to the eating place and refused to pass picket lines set up by campus groups. After a few weeks the color line was dropped.

Last Fall the Harvard football team for the first time sent a Negro player, tackle Chet Pierce, into a game against the University of Virginia on the Dixie school's home grounds.

Biggest hurdle for Negro students at Harvard, as for white, are: adequate prep school training to pass entrance exams, high tuition and housing costs (from $1500 to $2000 annually) and tough scholastic requirements to stay in school. But the current crop of colored Harvard men is among the best and has set its sights high, hoping to match the achievement of the 22 Negro alumni who have won Ph. D.'s and eight who made Phi Beta Kappa.

Continued on Next Page

Frank Jones of Greensboro, N. C., who will be first Negro varsity football manager in senior year, discusses job with John Judkins and Dwight Nishimura. Sophomore Jones' father is President David C. Jones of Bennett College.

Ernest Howell of Davenport, Iowa, is treasurer of the Student Council and heads its committee on minority problems shown in session. He has white roommate at Dunster House. Howell is chairman of the YMCA National Student Council.

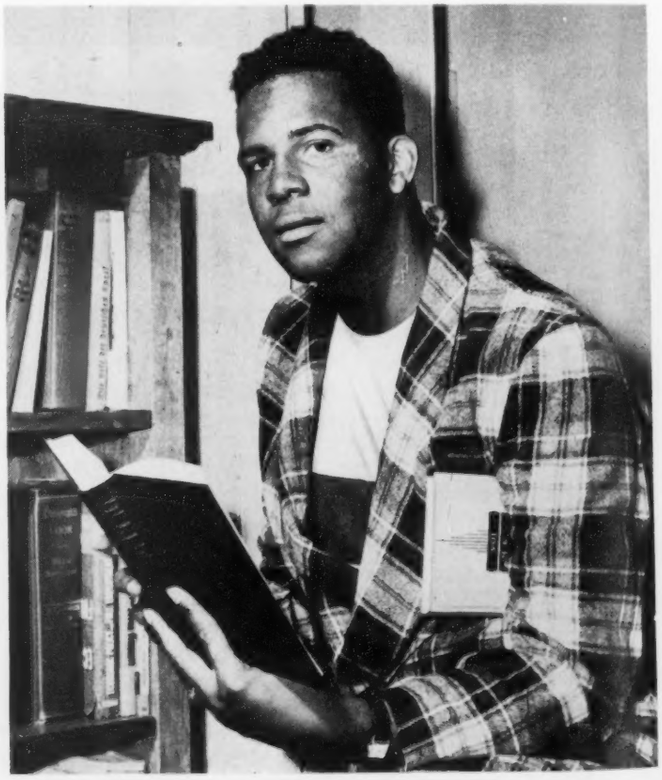
Students

New Sons of Harvard more plebeian than snobbish Back Bay undergraduates of past

REFLECTING popular resentment and prejudice against commonly-accepted precepts of Harvard students as superior-minded, pompous individuals is an old saw that runs: "You can always tell a Harvard man but you can't tell him much!" But contrary to general opinion, the modern Harvard man has become a more worldly and more earthy person with closer contact to common folks. Colored students, many with plebeian rather than prep school backgrounds, are examples of the turn from old school ties.

Typical is 24-year-old grid star Chet Pierce, son of a late staff member of the Nassau Country Club. Three-letter man and president of his high school senior class at Glen Cove, Long Island, Pierce has been one of the most popular students at Harvard and became the first Negro ever elected a class marshal, a permanent office for future class

John Pierpont Rice, Jr., of New York City, an ex-officer in 332nd Fighter Group, is undefeated member of fencing team. An honor student on the dean's list, sophomore Rice is an announcer on the Harvard radio network.



Chester Middlebrook Pierce of Glen Cove, Long Island, N. Y. is perhaps the most outstanding colored student at Harvard. He was a star tackle on football team, was first Negro elected a class marshal, which is a permanent office for reunions.

John Sullivan Dyson III of New York City indulging in an old Harvard custom—afternoon tea—with housemate Raoul Gertson. Dyson is an honor pre-med student and a member of the New Student Magazine editorial board.

Sheridan L. C. Perry of Washington, D. C., violinist with Harvard orchestra, joins in impromptu jazz session with two friends in Kirkland House room. Perry is a physics major, often plays on Harvard radio network.

reunions. Pierce, who graduates in June, intends to go to Harvard Med School.

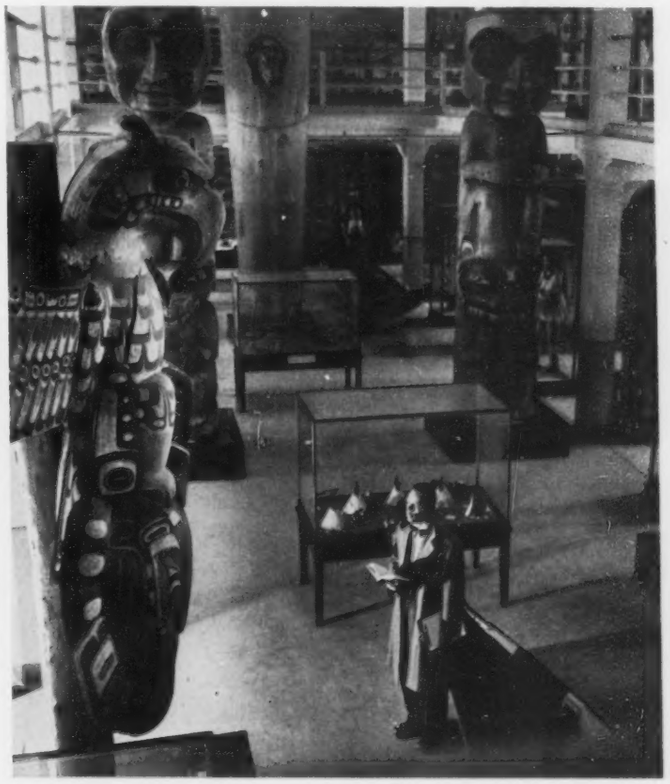
Ernest M. Howell comes from an Iowa family of farmers. James Martin, who is a native of Cambridge, was purser on the S. S. Booker T. Washington before entering Harvard.

Many of the colored students, like the whites, are working to help earn their way through school. Most recent surveys of the incomes of students' families showed that one-fourth had incomes between $5,000 and $7,000 a year. Some 60 per cent of the students now come from outside New England.

Harvard's comedown from aristocratic standing was reflected several years ago when one of its students, Lothrop Withington, swallowed the first goldfish to start a fad that swept all U.S. colleges.

Oscar DePriest III of Chicago, grandson of the first Negro congressman elected from the North, has made all "A's" and ranks in Group I, highest scholastic rating. Now a sophomore, he prepared for Harvard at select Andover Academy.

Lucius D. Banks of Arlington, Mass., 17-year-old freshman, chats with classmate in front of John Harvard statue honoring college founder. All competing teams try to paint statue and deface it when they visit Cambridge institution.



Thomas Roberts of Cambridge, Mass., does research in Peabody Museum of Archaeology and Ethnology. Sophomore is majoring in government, plans to enter law school. He was an aviation cadet at Tuskegee during the war.

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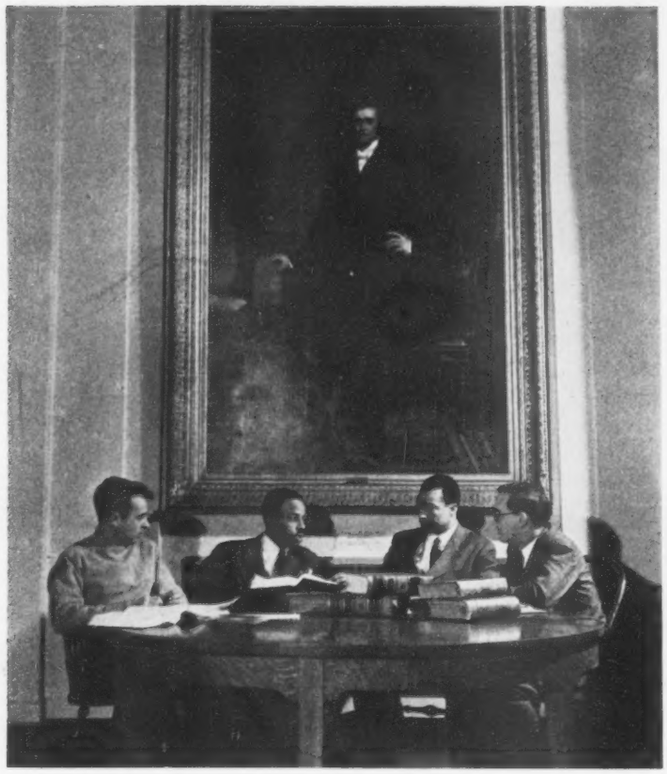
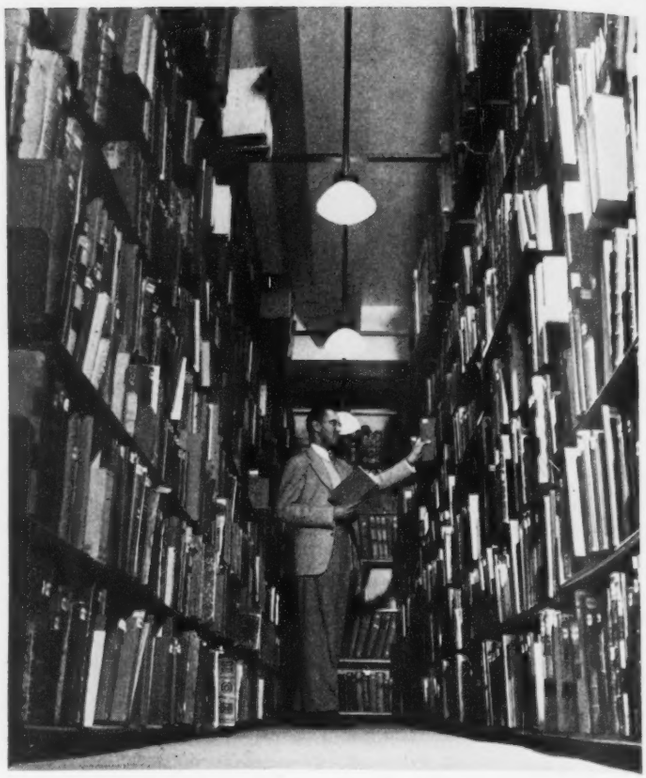


Arguing ticklish brief are law school Negro students Charles F. Anderson of Birmingham, Ala., attorney studying for master's on scholarship, and senior Morris T. Johnson of Texas. Portrait is of Justice John Marshall.



In law library, largest in the world with 630,000 volumes, senior law student Lloyd Reed of Washington, D. C., does research. He is Howard University graduate. Law school, oldest in the U. S., has 15 Negro students including two Liberians.

Mock courtroom trial is conducted at Harvard law school with George Lee presenting his case to upper classmen judges, including attorney Charles F. Anderson, Boston University law school alumnus now doing graduate work at Harvard. There are two counsellors on each side, both second year students. Law School has 1,200 students.

First Negro girl in Harvard Medical School is Mildred Fay Jefferson, attending on scholarship given by a Jewish synagogue in Boston. With English schoolmate, Jean Dawson, Boston girl checks on a laboratory experiment. She is a freshman.

Freshman class vice-president at medical school is Harold May of Poughkeepsie, N. Y., who is Harvard pre-med graduate. Minister's son was a stroke oarsman on crew, on varsity track team and an honor student on dean's list.

Famous Ph.D.'s of Harvard

W. E. B. DuBois was first Negro to win Ph.D. from Harvard, gave one of commencement speeches.

Carter Woodson won doctorate in 1912, started Negro History Week, edits Journal Negro History.

Alain Locke is only Negro to attain Phi Beta Kappa and Ph.D. He is also only Negro Rhodes scholar.

Charles H. Wesley got Ph.D. in 1925, was head Howard U. grad. school; Wilberforce U. president.

Ralph J. Bunche, top secretary of UN Palestine partition commission, wrote thesis on Togoland.

Robert C. Weaver took Ph.D. in 1933, was made Department of Interior race relations adviser.

Graduates

They constitute a 'Who's Who' of top figures in Negro life in America

THE FIRST NEGRO ever to graduate from Harvard, Richard Theodore Greener, was perhaps one of the most brilliant of its colored alumni. He was a splendid orator and won several prizes before getting his degree in 1870. It took him five years to go through the school, having to drop out one year because of supposed deficiency in math (based on the stereotype that Negroes could not master figures). Strangely enough upon his graduation, Greener became a math professor at the University of South Carolina.

The Pennsylvania-born lawyer had a remarkable political career capped by his appointment as American consul to Bombay in 1898 and later to Vladivostok in Siberia. During the Boxer War, he was active in Chinese relief work and China later decorated him with the Order of The Double Dragon. He was one of the first leaders to campaign actively for Negro exodus from the South, later bested Frederick Douglass in a debate on the subject.

Other early notables at Harvard have included:

- Archibald Henry Grimke, who got his law degree at Cambridge in 1874. He was one of the first Negroes to work on a white newspaper, the Boston Traveller.
- William Henry Lewis, first Negro football star at the school. Weighing only 175 pounds, he played on 1892 and 1893 teams and was later picked by Walter Camp as all-time All-American center. He became one of Harvard's grid coaches and served ten years in the post. During this time Lewis was elected to the Cambridge City Council and was appointed an assistant U. S. attorney general in 1911.
- Robert H. Terrell, who got his A.B. in 1884 and was appointed one of the first Negro Municipal Court judges in the country by President Theodore Roosevelt in Washington.
- William Monroe Trotter, first Negro Phi Beta Kappa who later became one of the foremost crusaders for equal rights in the land as editor of the Boston Guardian. At Harvard he was a member of the Prohibition Club and Total Abstinence League, was a lifelong teetotaler.
- Benjamin Brawley, foremost writer who took his M.A. from Harvard in 1908. He was dean of Morehouse College.
- William R. Valentine, who won his A.B. in 1904 and became principal of the Bordentown Industrial School.
- Mordecai Johnson, president of Howard University who got his master's degree in theology at Harvard in 1922. He was commencement speaker that year.
- Percy Julian, noted soy bean research chemist for the Glidden Company who got an M.A. in chemistry at Harvard in 1923.

Father and son tradition at Harvard is carried on by A. L. Jackson family of Chicago. Realtor Jackson graduated from Harvard in 1914. Alex, Jr. (center), got degree in 1944. William (right) is at Cambridge now and Winslow hopes to enter soon.

Several Negroes have been class orators at Harvard, election of the first in 1890 making headlines in newspapers across the nation. Up to then all the honorary offices went to Bostonians of Back Bay families. But the students staged a revolt in 1890 and named Clement Morgan, who earlier had won first prize in the Boylston oratorical competition. Second prize had gone to W. E. B. DuBois. DuBois spoke at commencement exercises on "Jefferson Davis."

Other Outstanding Harvard Graduates

William H. Hastie was Harvard Law Review editor, law degree in 1930. Now Virgin Islands governor.

Louis T. Wright graduated from Med School in 1915, became top authority on treatment of fractures.

Raymond Pace Alexander, two-time president of National Bar Association, got his LL.B. from Harvard.

Truman Gibson, Sr., took his A.B. in 1908, became president of Supreme Liberty Life Insurance.

Elmer Carter, Harvard '12, became editor of Opportunity. Now is member of New York state FEPC.

Allison Davis got his Harvard M.A. in 1925, became first fulltime Negro professor at Chicago U.

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In Lowell House dining room, junior George Wilson of Indiana has the Curl twins, Jean and Joan, of Texas as his guests at dinner prior to dance. Twins attend Wellesley College. Student houses are center of all Harvard social activity.

Dancing at house affair are George Wilson and one of Curl twins and Hugh Hill and Clarice Roberts, popular young Boston deb. Hill, who was a 1st lieutenant in the Army, is studying to be minister and is member of Harvard's debating team.

Gabfest around fireplace at Lowell House winds up evening. At dances Negro students often exchange dance with white friends. Harvard makes scholarship awards totaling more than $350,000 to some 600 students annually.

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Heading for Lake Elsinore in shiny convertible, Hollywood bit players Suzette Harbin (*The Foxes Of Harrow*) and Robert Davis (*The Long Night*) check route on road map against backdrop of cactus in Santa Ana Canyon. Resort is 75 miles from Los Angeles, an easy two-hour drive. Town has 300 year-round Negro residents.

CALIFORNIA VACATION

Golden State offers new resorts to record 1948 army of Negro tourists

THE BIG postwar stampede to the land of golden sunshine and golden opportunity is just about over. With jobs and homes more at a premium than ever, migrants to California are dropping off and many, at the end of the 52-20 unemployment checks, are heading back home to the North and South where jobs are still plentiful. But the Golden State, inured to wave after wave of newcomers ever since Gold Rush days a century ago, is getting set for a new invasion this month—some five million sun-hungry tourists who will trek to Southern California to enjoy its well-ballyhooed 300 days of Ol' Sol annually. At least 300,000 of these vacationists are expected to be Negroes.

With rail, plane and bus transportation back to normal for perhaps the first time since V-Day and with Negro workingmen's pockets filled with postwar boom wages, California will welcome more colored tourists in 1948 than ever before in the vacation state's 50 years as a favorite U.S. playground. To greet Negro visitors, the sunshine state will offer a host of new facilities and resorts—many opened to colored vacationists for the first time by wartime exigencies. Best Negro vacation spot in the state—and best in the nation, according to many Californians who like to talk in superlatives—is the biggest natural lake in Southern California, Lake Elsinore. To see what Elsinore has to offer, EBONY photo-story team, Larry Barbier and Robert Ellis, took two Hollywood bit players on a jaunt to the resort and report their weekend good time on the following pages.

Arriving at lake, Bob can't resist driving car into water. Both then slipped into suits for quick dip. Elsinore, according to one version, was named after Danish seaport in *Hamlet*. Another story tells of thirsty Spaniard who rushed to lake for drink. Asked by Yankee how it tasted, Spaniard spat mineral water and said: "Like, 'ell, Senor."

Continued on Next Page

Up bright and early Saturday morning, Bob picks up Suzette at her home for trip to Elsinore. Road goes through orange groves.

Stopping en route, couple couldn't resist peek into abandoned bear holes. Elsinore has an altitude of 1300 feet. Lake is 7 miles long.

Arriving at Elsinore, couple rented rooms from Mrs. Mae Jones ($3 daily each) in cottage overlooking lake.

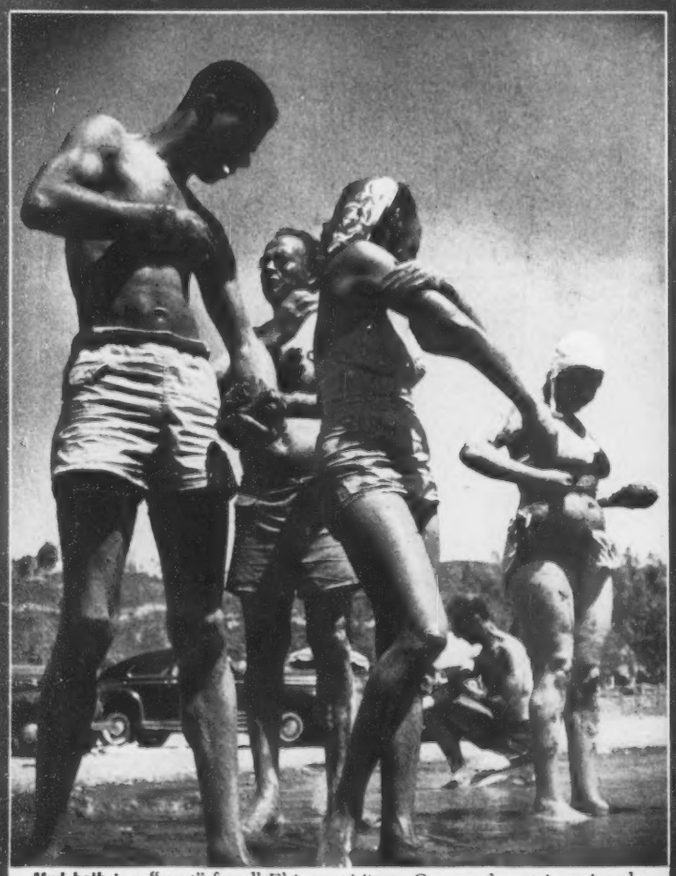
Dip in lake waters is first order of business. Lake water is warm year round, has smell of sulphur. Elsinore temperatures vary from low of 40 in winter to 100 on hot July days.

ELSINORE OFFERS

THOUSANDS of Negro tourists annually go to Los Angeles for vacations but Angelinos themselves leave town to spend their two-weeks-with-pay at Lake Elsinore in the foothills of the rolling San Berdu mountains. Softly cushioned by gray sand and circled by lush green timber, Elsinore is one California resort where a Negro can drive in, rent a motel or park a trailer and relax in warm sunshine without worrying about discrimination.

It wasn't always that way. The sleepy lake town with its one main street was once bitterly Jim Crow with lines sharply drawn. Main Street was common ground where all shopping was done but the Negro dwellers had one hill section, the Jews and Mexicans another. The "better whites" lived in the highest hills, the choicest homes.

But the war upset the pattern which had marked the town's life since its beginnings in the early 1900's when doctors found its dry climate and health waters beneficial to asthma and rheumatic sufferers. One of Elsinore's Negro pioneers, Tom Yarborough (who came to the lake town 20 years ago when he was given one year to live by doctors), recalls that the cracking of color barriers came when the one factory in town, which made firebrick and hired only Mexicans, was bought out by Douglas Aircraft. "Jobs were open and Negro, Mexican, Jew and 'better whites' were hired on an equal



Mud bath is a "must" for all Elsinore visitors. Grey mud contains minerals which are supposed to cure rheumatism, kidney, skin and liver ailments. Elsinore has hot sulphur springs and six bath houses.

Mud dries in sun, is supposed to draw poison to the surface and purify the pores, giving the skin a soft and smooth finish. Sold in barber shops, Elsinore mud is called Bon-Sella and quite expensive.

Mudpack is washed off by swim in lake. Skin is left tingling and cleansed. Mud is reputedly greater healer than medicine.

Motorboat ride ($1 per person) is thrill for Suzette and Bob. Weekend boat races are regular feature at Elsinore from April to Labor Day.

Dove-shooting is a popular Elsinore sport. Bob's aim was bad and he didn't nab any birds. Famed San Juan Capistrano is near Elsinore.

BEST PLAYGROUND

basis," says Yarborough. "More of our people moved in and more Jewish people, too. They had prejudice against both our groups, and after a couple of incidents, we got together with the Jewish leaders and decided to make common cause. No place along Main Street Jim Crows now. A person can go anywhere for a drink or a meal."

Elsinore now has a businessmen's association with all community groups sharing. Recently Mayor James Tarpley named Yarborough and a Jewish businessman to the city planning board and was promptly the target of a recall campaign by lily-white old-timers. However, the move lost by a vote of 378 to 286.

Already there are a number of excellent Negro-owned and operated motels, hotels and restaurants at Elsinore. Mrs. T. J. Mundy's Auto Court has inviting facilities at $5 per person daily, including meals. Hendrix's white-walled Auto Court is open all year round and steam baths are available at Alfred Brooks' Courts. The cool, quiet Elsinore Inn is the oldest Negro venture in town, built 56 years ago by a couple who came to the valley for their health. Its 15 rooms and four cabins rent for $35 weekly including food. Ranches which have guest houses for rent include Dr. N. Curtis King's and screen actor Clarence Muse's rambling 160-acre, $65,000 layout with six cabins (rent $6.50 daily per person with food).

Spareribs are a treat at Millers, a combination night club and restaurant. One of Elsinore's early Negro settlers was realtor Tom Yarborough (center), who came to town 20 years ago when given one year to live by doctors.

Horseback-riding is popular at Dr. N. Curtis King's $50,000 ranch which has an 11-room home, two guest houses, 30 acres of chickens, apples and ostriches. Dr. King is head doctor at Los Angeles' Rosetta Hospital.

Dancing to jukebox music at Millers winds up the day. Citrus fruits are grown in valley in addition to walnuts, pecans and almonds. Aimee Semple McPherson formerly had home at Elsinore.

Continued on Next Page

Trailers are used by many families for vacations at Elsinore. Howard family of San Diego drove theirs up on beach to use excellent camping facilities.

WHAT TO SEE IN G

WHILE Lake Elsinore is the brightest spot on the California vacation map for Negro tourists, the Golden State has many other exciting stops for visitors.

Metropolitan Los Angeles, now the third largest city in the nation, has always been the first goal of "foreigners" from the East and rightly so. Its scenic beauty, elegant homes, lush boulevards and white beaches make it an ideal vacation center. All of the beaches in the immediate Los Angeles area—Santa Monica, Ocean Park, Castle Rock—are city-owned and there are no restrictions. Fabulous Hollywood where most tourists go almost instinctively is no better or no worse than most Northern cities as regards discrimination. Tanner Tours, the biggest and most popular of the sightseeing bus outfits in the movie capital, sells tickets to everybody for the drives to see the homes of the movie stars and the leading studios (cost $1.25 for one-hour tour).

It has been difficult to get into the movie studios since the beginning of the war and still is unless a visitor has a friend working for the studio. That applies to Negroes as well as whites. However, the Tanner tour goes into the Warner Bros. lot to see how movies are made.

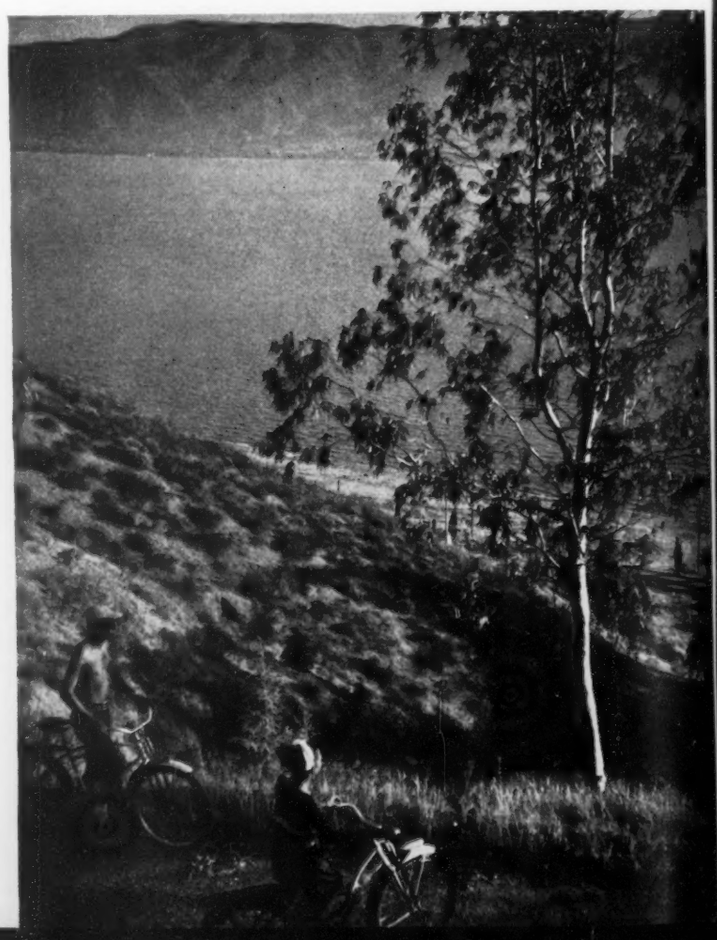
In Los Angeles hotel accommodations are still difficult to obtain because of overcrowding. It is advisable to arrange for reservations in advance. Best Negro hotels are the Morris, Clark and Watkins. Top-rate white hotels that accommodate Negro guests include the Biltmore, Hollywood and Roosevelt.

Of the popular resorts around Los Angeles, perhaps Catalina Island offers the most interesting prospects for colored tourists. Many visit the town of Avalon and the beaches on the island. There are no hotels but $1.50 a day cabins are available. Clarence Fulbright, who works for the country club on Catalina, has his own home on the island. Other luxurious California resorts such as Palm Springs, Death Valley and Lake Arrowhead have no accommodations for Negroes other than those for colored domestics.

Val Verte, which is just several hours' drive from Los Angeles, is the most popular Negro weekend spot for Southern Californians. It has a county-owned swimming pool, dressing rooms, horseback riding, hiking paths, a

Main Street of Elsinore is booming these days with new business. Chief of Police A. G. Barber points out the growth of the town to Suzette and Bob.

Sightseeing at Elsinore is best done on bicycle, which can be rented in town for 35 cents an hour. Suzette and Bob found some hills tough climbing.



GOLDEN STATE

dance pavilion, and a baseball field. Unlike Elsinore it is no more than a weekend resort and can accommodate only a few thousand visitors.

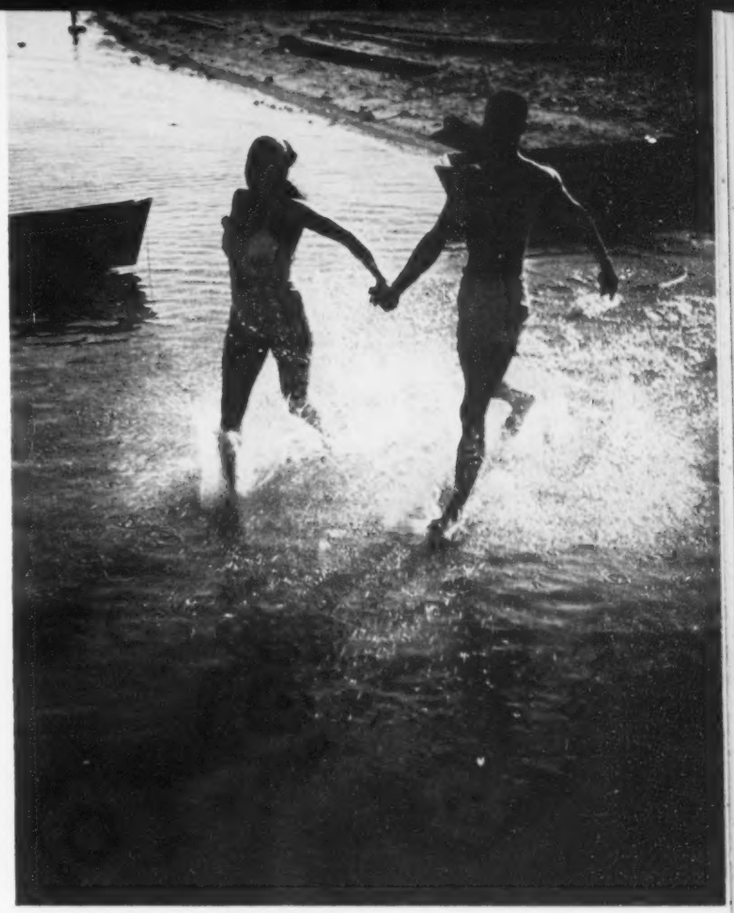
Forty miles from Elsinore is Lake Henshaw, one of the best fishing places in the state and without any discrimination. Bluegills, bass and catfish are the big attraction. A popular rendezvous in the desert is Mrs. Murray's Dude Ranch (see February, 1947 EBONY).

National parks, such as Yosemite and Sequoia, have non-discriminatory facilities which include cabins where cooking can be done, horseback riding, hiking and guided tours. Cost here is most reasonable. Cabins can be rented for as low as $1.50 a night.

Perhaps the most cosmopolitan city in America—and certainly one of the most beautiful—San Francisco should not be omitted from any vacation itinerary on the West Coast. It is a city with a multitude of hills and nationalities. Its scenic wonders are long remembered. Best hotels in the new Negro district of the city are the Scaggs, Edison, Richbrooks and Kirkland. Three first class white hotels—the Fairmont, Palace and Clift—will accept Negroes. Virtually all of the Golden Gate famous restaurants which serve food of almost every nation are open to all colors.

Perhaps the most important West Coast resort area for Negroes is not in California but Mexico. It is Baja (Lower) California, just the other side of San Diego and five hours from Los Angeles. In Tijuana and Ensenada, Negroes are welcomed with Latin cordiality. Tijuana, which is just across the border, features horse and dog races. Since the only hotel, the International, still discriminates, most Negroes stay in San Diego hotels and commute. Negro jockeys race at Tijuana and colored celebrities occasionally award cups to the winners.

It's an 80-mile trip southward from Tijuana to Ensenada but the thrilling drive on the gravel road along the blue Pacific ocean front is worth the time and gas. Tourists can stop anywhere en route to bed down for the night or to swim or fish. At Ensenada cabins complete with kitchenette are available for $5 nightly at the California Bungalows, the Los Pinos and the Del Mar. The rate is the same for four as for one.



Last moonlight dip is enjoyed by Suzette and Bob before they leave for Los Angeles. Elsinore can be reached by railroad or bus.

Farewells are waved by Suzette and Bob to Mr. and Mrs. Jones and their other guests. Ivan Jones is a retired postal worker who built green-and-white cottage overlooking lake when he quit job. Joneses have three spare rooms which they rent to guests. Other families at Elsinore also rent rooms during season from May to September.

Continued on Next Page

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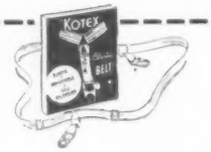

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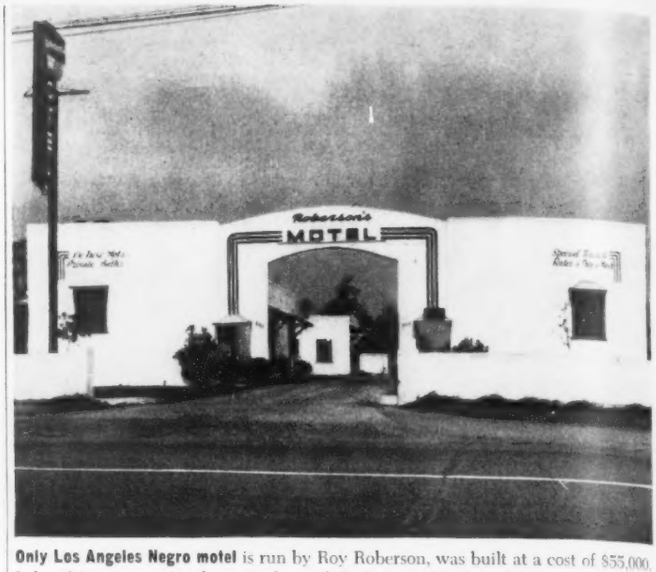


Only Los Angeles Negro motel is run by Roy Roberson, was built at a cost of $55,000. It has 24 units ranging from singles with bath (rent $3.50 nightly) to family suites of two bedrooms, living room, kitchen and bath ($10 nightly).

AUTO IS BEST WAY TO TRAVEL IN WEST

THE MODERN-DAY vacationist who follows Horace Greeley's decades-old advice to "Go West" will find transportation to California far advanced over the famous editor's day but still not what it should be. Railroad and plane facilities are still suffering from a wartime "hangover" with the journey a long, tedious trip by rail and an adventure subject to the whims of weather and other delays by air. One railroad has announced plans to cut running time from Chicago to Los Angeles down to 23 hours but this new schedule is still on paper only. Fastest trains to the Coast—the streamliners run by the Union Pacific and Santa Fe—take 39 hours at present. Plane and train rates, first class, run about $150 one way. Bus fares are less than $50 and by continuous traveling the trip can be made nearly as quickly as by train.

Best way to "Go West" is still by auto, not only for the many sights en route but to get around California once a traveler arrives. California is the second largest state in the nation and it is axiomatic in the Southern half of the state at least, that a resident is lost without a car. For Negroes anxious to avoid Jim Crow, an auto is ideal—especially now that Los Angeles has its first big Negro-owned motor court. One of 20,000 motels in the nation—many of which discriminate against colored tourists—Roberson's Motel opened three years ago and first drew 95 per cent white patronage until Negro travelers became acquainted with its facilities.

Idea for his motel came to 38-year-old Roy Roberson when he was unable to find suitable accommodations during a number of auto trips across the country. Roberson himself drew up construction plans for the tourist court and began building shortly after the war ended. When he opened for business—completely equipped with radio in every room, his own laundry, a playground for children—white tourists flocked to the place, unaware that it was owned by a Negro. Roberson remembers one inquisitive traveler who asked: "Is this a Negro place?" He replied: "This is a place open to the traveling public and shows no discrimination."

"Who is the proprietor?" the patron demanded.

"A Jew," was Roberson's answer.

The patron turned away and muttered: "I would rather a nigger to have owned it than a darned kike."

Such customers are a rarity, Roberson says. "Most are interested only in service and that's what we give them."

At first Roberson found Negro travelers were hesitant to stop at his motel. They had been constantly turned away at other motels and were not anxious to risk inquiring at his place, not knowing it was Negro-owned. In time, however, word got around that Roberson was Negro and that his staff was interracial. Today his trade is 70 per cent Negro.

Three proudest possessions of FDR's favorite musician, Graham Jackson, are his newly-remodeled replica of "Little White House," $1500 accordion given him by millionaire Winthrop Rockefeller and ivory-colored Cadillac. Jackson's first accordion was bought for $30. He also prizes 25 scrapbooks of clippings about his concerts.

LITTLE 'LITTLE WHITE HOUSE'

FDR's favorite musician builds replica of President's home

ATLANTA had a new street this month—renamed White House Drive S.W. at the suggestion of one of its best-known Negro citizens. Formerly C Street S.W., the two-block-long street in front of Booker T. Washington High School is the site of a replica of the late President Roosevelt's "Little White House." The little "Little White House" was built by FDR's favorite musician, accordionist Graham Washington Jackson, who played 22 command performances for the late President and one at his funeral.

To honor the memory of the man who loved his music, the 45-year-old ex-school teacher remodelled his home last Fall with pillars and a porch resembling the White House and asked Atlanta's City council to change the name of his street. The council promptly complied and Mayor William Hartsfield signed the bill.

Jackson's home in the center of a colored community has become Atlanta's memorial to the late President and one of the sights to see in the city. Increasing numbers of Atlantans and out-of-towners make the trip to White House Drive to see the house.

Continued on Next Page

On tour many weeks during year, Jackson plays mainly for white audiences. He travels by air usually by himself, although wife Lurlene, a Spelman College graduate of 1938, accompanied him on recent trip to White House to play for President Truman party. Every Thanksgiving and Christmas he plays for polio patients at Warm Springs.

JACKSON HAS PLAYED ACCORDION FOR TOP U. S. CELEBRITIES

ON THE morning of April 12, 1945, President Roosevelt told an aide at the Little White House in Warm Springs: "Get Graham Jackson. I know he is scheduled to play tomorrow but I want to hear a preview of his concert today." As soon as Jackson got the word from the President, he raced the 72 miles from Atlanta to the famed polio cure center. When he entered his dressing room at Warm Springs, he was told that the President had just died.

Instead of playing a concert the next day, Jackson played his accordion as the solemn procession bearing FDR's body to the Washington-bound funeral train paused quietly before Georgia Hall. It was here that the President customarily paused to bid the polio patients goodbye and often promised, "I'll see you next Thanksgiving." And it was here that Warm Springs bid goodbye for the last time to FDR. Jackson, with tears rolling down his cheeks, softly played Dvorak's *Going Home*. Newspapers all over the nation published the wire-dispatched pictures of the sobbing musician the following day. Life magazine ran a full-page photo of Jackson.

The late President's requests to Jackson were mainly in the classical and semi-classical realm and most of FDR's favorites still make up the program of Jackson's concerts throughout the country today.

Jackson met Roosevelt the year that the New York governor was elected to the White House. He was taken to the executive mansion to play by Assistant Secretary of the Treasury Chip Roberts, a Georgia architect who had brought Jackson up to Washington to play at a Mayflower Hotel party. FDR immediately took a liking to the genial self-taught musician, invited him often to the capitol for two-week periods when Jackson would be on call to play for the President. Roosevelt's favorite tune, *Home On The Range*, was almost always on the program. When FDR composed the music and wrote the words of a song, *How Free Is The Air*, Jackson recorded it. The disc is presently in the Library of Congress in Washington.

Typical concert for FDR was given by Jackson at Warm Springs polio benefit dinner in 1944 when movie actress Bette Davis was guest speaker.

Celebrities whom Jackson has played for at private parties and dinners include Henry Ford, Lord Halifax, Harvey Firestone, Connie Mack, General Omar Bradley, Happy Chandler and the late Georgia governor, Eugene Talmadge.

Asked if he ever comes across racial discrimination in his contacts with notables, Jackson says: "Being in the air, I'm compelled to feel the draft. But I do my best to make a dignified representative of my race. I feel this does more than any radical action."

Before becoming No. 1 musician for America's top names, the Virginia-born musician was a child prodigy who as an orphan raised by his four aunts attracted attention for his ability to master virtually any instrument without instruction. He started giving concerts while in high school, later started touring theaters. He finally settled in Atlanta when he became vocal and instrumental music instructor at Booker T. Washington High School. It was about this time that he bought his present home. Two years ago he began drawing up blueprints for remodeling the house as a 10th wedding anniversary present to his wife. The death of FDR gave him the idea of rebuilding his home as a copy of the "Little White House." Two rooms were added, a new roof built and the front porch designed to follow the White House pattern. Total cost: more than $10,000.

do you want lovelier, longer hair?

TRY *SATENE'S* SIMPLE, EASY, NO-RISK 7-DAY TREATMENT

Here's new hope for thousands of women who yearn for hair that's long and lovely . . . hair that cascades in thick, shining billows below the shoulders . . . that captures and holds romance. ***SATENE'S*** simple 7-day treatment may perform these wonders for you because it tends to normalize the condition of your scalp. And when your scalp condition is normal, falling hair is retarded . . . brittle ends don't split and break off so easily . . . YOUR HAIR HAS A CHANCE TO GROW AS NATURE INTENDED!

What Regular Users Say About *SATENE*

Miss Rose Ella Buckley, Jackson, Mississippi

". . . SATENE really works wonderfully on my hair and really made it grow three inches longer. My hair is lots better to manage . . . to straighten and curl. . . ."

Mrs. B. Hambright, Cincinnati, Ohio

". . . SATENE has certainly improved the looks of my hair. . . . Everywhere I go people are asking me what have I done to make my hair so lovely. . . ."

Miss I. Brogdon, Sumter, S. C.

". . . I am very pleased with SATENE. It has done more for my hair than any other hair preparation that I have ever used."

SATENE'S 7-Day Treatment Must Satisfy—or You Pay Nothing!

Don't wait one minute to try this amazing hair treatment that may bring longer, lovelier hair to you! SEND NO MONEY! Just mail coupon below. Pay postman only $1.20 (Includes Federal Tax) plus postage for a full 30-day supply of *SATENE*. Or send cash now and we pay postage. Use *SATENE* according to simple directions for 7 days. If you are not delighted with results . . . if your mirror doesn't reflect a lovelier you . . . return the unused *SATENE* and your money will be refunded instantly. Rush your order now!

MAIL COUPON NOW

Beauty Star,

Dept. ES

5619 S. State St., Chicago 23, Illinois

Yes, I want longer, lovelier lustrous hair Send ***SATENE*** on your no risk 7-Day offer.

☐ I enclose $1.20 for regular size (tax included).

☐ Send C.O.D. and I'll pay postman on delivery.

Name.....

Address.....

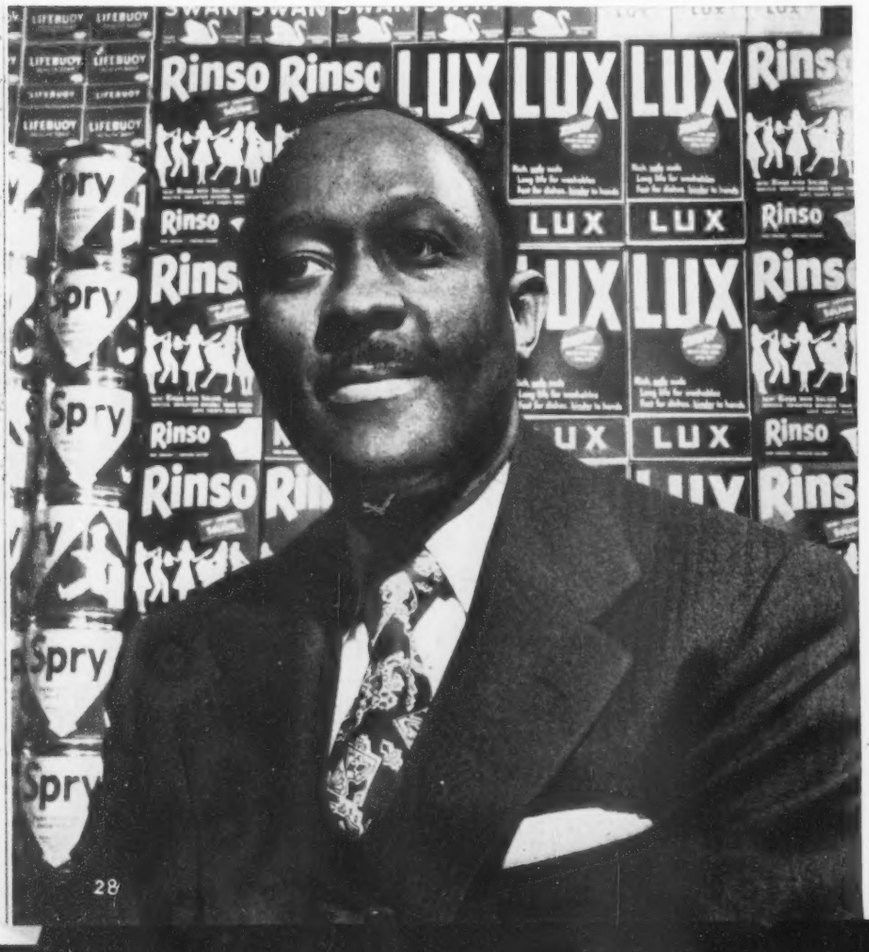
City.....Zone.....State.....

Send $3.00 (Tax Included) For Large Economy Size

Agents Wanted!—Liberal Commissions

Pepsi-Cola's Edward F. Boyd, 32, was hired as assistant sales manager by astute president Walter S. Mack, Jr. last year to organize a national Negro sales force, already has four aides working out of Long Island City office.

Lever Brothers' Clarence Holte, 39, started as sales representative in Harlem five years ago for world's largest soap makers, now covers national market. Former bank teller's boss, Lever prexy Charles Luckman, started career selling soap in Chicago Negro area.



Interstate United Newspapers' headman William G. Black, 40, sells advertising for more than 100 Negro papers. Here he consults Biow Co.'s Eugenie C. Stamler on Philip Morris account.

THE BROWN

Army of 40 marketing men make

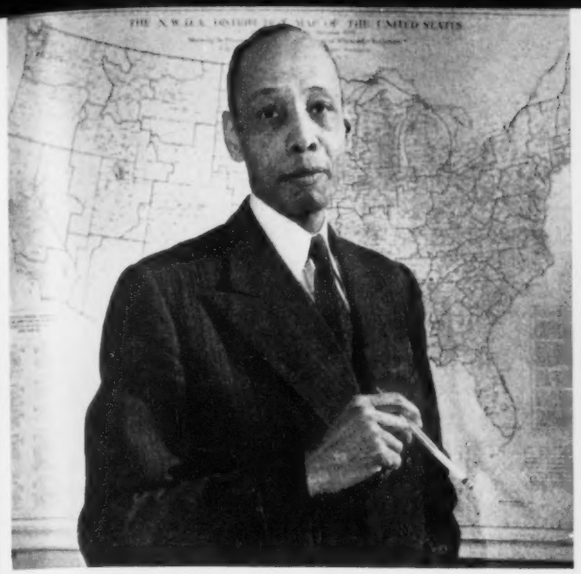
EXPANDING U.S. business in the postwar era was ready to knock on any door for customers and did. Anxious to recoup for markets lost in war-ravaged Europe, America's merchandising magnates turned a jaded glance to home buyers and heard the jingle of coin along the nation's newest selling frontier—the undeveloped market of 14 million Negroes with pockets full of boomtime wages.

Long untouched and untapped by industry, the virgin market looked like a lush, lucrative gold mine to color-wise, sales-hungry prospectors but in their initial diggings into the "strike" they soon discovered it took unconventional methods to hit pay dirt. And before long, they were calling for the aid of a green, sometimes-faltering but forceful newcomer on the American sales scene.

Easing his way into the marketing picture was the high-pressure "brown huckster," colored prototype of the bouncy, gregarious character popularized in the book and movie version of Frederick Wakeman's best seller, *The Hucksters*. The "brown huckster" is a sales engineer whose job it is to establish contact between the 99 per cent of the country's manufacturers who are non-Negro and the 10 per cent of the consuming population that is Negro. In a little more than a decade he has scored spectacular successes in changing the selling habits of many of the country's leading consumer-goods companies and the buying habits of the colored common man from Lenox to Central Avenues.

Starting as a one-man army back in 1934 when ex-theatrical press agent James A. "Billboard" Jackson went on the Standard Oil payroll, the "brown hucksters" have grown into a field force of some 40 public relations and sales representatives who flit about the nation promoting their products in colored communities (biggest staff: 11 working for Pabst beer). The biggest soap, oil, whiskey and office equipment companies in the country all have special Negro sales promoters today. Working against trying handicaps of the past—prejudiced executives, lack of adequate marketing research, low standards of Negro newspaper advertising columns, Negro suspicion of high pressure tactics—these business pioneers have nevertheless succeeded in transforming Negro Americans into the most brand-conscious buyers in the nation.

With the ice broken with some of the top firms in the nation



Associated Publishers' manager Joseph B. LaCour, 50, represents 24 newspapers with a circulation of 572,000, employs staff of five to sell space. Organization is jointly owned by five publishers, is four years old.

HUCKSTERS

Negro buyers more brand-conscious

and results tabulated in actual sales, the "brown hucksters" find many of their worst difficulties fading. Perhaps their best ally has been a general trend towards more interracial good will in America but more specifically too, economics has worked on their side. Today the Negro is not the baggy-pants, fatback-eating, illiterate Uncle Remus publicized in caricature and story book. Like his white neighbor he is a good customer and when he buys a bar of Swan soap, a box of sulpha pills or a bottle of Three Feathers whiskey, Lever Brothers, Abbott Laboratories and Schenley count the profits in the cash register regardless of the customer's color.

To get to this market, dozens of firms have turned to Negro representatives and publications as the most effective sales media. The two have gone hand in hand in campaigns to stamp names like Pepsi-Cola, Chesterfield, Seagram's and Vaseline on the mass Negro mind. With race-consciousness a powerful factor in all Negro buying, advertising in colored newspapers and magazines has always more than paid its way.

The "brown hucksters" have taken great pains to impress their bosses with this indisputable sales factor and despite much executive resistance to advertising in what they call the "inflammatory Negro press," lineage has soared to all-time highs (a peak of 10,140,256 lines in the Afro-American papers in 1947). Total billings in 1947 for the estimated 200 assorted newspapers ranging from the 12 weekly editions of the Pittsburgh Courier to several fly-by-night local sheets top the five million dollar mark, admen figure (highest gross income: the Courier with some $1,500,000). Today's ad lineage is double that of the prosperity years of the 1920's when advertisers included Chevrolet, Lifebuoy soap and White Owl cigars.

New accounts which have stepped into the breach have more than made up for losses from the days of the 20's and these newcomers have learned quickly that results come fast in the Negro market. Negro marketmen always like to cite two good examples:

- Pabst beer soared from fourth to first place in Harlem sales one year after promoter William B. Graham started pushing Blue Ribbon in uptown taverns and liquor stores.
- Chesterfield hopped from fourth to first place in sales in Harlem and Chicago's South Side after they started running copy using an endorsement by heavyweight champ Joe Louis.

Remington-Rand's Major C. Udell Turpin, 50, has been pushing tabulating machine sales among businessmen for biggest office equipment firm. The World War I Army officer headed war bond campaigns in Chicago, is introducing punched-card accounting to insurance companies.

Seagram's Frank E. Jones, 40, covers ten states in the Midwest in pushing the whiskey firm's brands, which rate No. 1 in sales in Negro areas. Jones visits stores to push bottled goods, got early selling experience as grocery clerk in St. Louis where he organized clerks into union.

Continued on Next Page

WIN SUCCESS

in a Field that Offers Good Steady Work and HIGH INCOME

Your BIG Opportunity is HERE Now!

RADIO
TELEVISION · ELECTRONICS
REFRIGERATION

Today the world is calling for men and women who are trained to do specific jobs well. Leadership, financial security, happiness and a comfortable home life can be yours if you grasp this big opportunity for training in Radio, Television, Electronics and allied fields now.

The Midway Television Institute presents all its courses in a modern, simplified manner under the expert guidance of practical shop teachers.

Approved for G. I. Training
Also Courses for Civilians

Resolve now to prepare yourself for a bigger, more prosperous future. This coupon will be your stepping stone to success. Mail it today.

MIDWAY TELEVISION INSTITUTE
4825 INDIANA AVE.
CHICAGO 15, ILL.

Midway Television Institute, Dept. E
4825 Indiana Ave., Chicago 15, Ill.

Gentlemen: Please send free literature and information on subject checked:

☐ Radio ☐ Refrigeration
☐ Television ☐ Electronics

Name..... Age.....

Address .....

City..... Zone..... State.....

☐ Check here if veteran of World War II

Good Opportunity for Qualified Teachers of Radio.

Find ROMANCE *Win* FRIENDS
with LOVELINE
the Amazing New Ball Point Pen

Writes with **PERFUMED INK**

A thrilling new idea to write your letters, notes and kisses with alluring scented ink. A sure way to win friends, find romance and have fun. Write today for this beautiful two-toned pastel plastic Ball Pen. Send only $1.00

REGENT HOUSE dept. E-14
308 W. RANDOLPH STREET • CHICAGO 6, ILLINOIS

Amazing New Creme
Re-Colors Hair In 22 Minutes

If you want to change streaked, gray, graying or drab hair to a new lustrous youthful-looking color, try Tintz Creme Shampoo-Tint today. It's a new hair coloring that re-colors hair at home as it shampoos. Takes only 22 minutes. No waiting for results. It's easy to use—no messy mixing. Caution: Use only as directed. Won't wash or rub out. Won't harm permanents. MONEY BACK Guarantee. Get your choice of color today: Jet Black, Black, Dark Brown, Medium Warm Brown, Medium Ash Brown, Light Brown, Auburn (Henna), Blonde.

SEND NO MONEY. Deposit with postman on delivery $1.25 plus tax and postage on MONEY BACK Guarantee of satisfaction. (Enclose $1.50 incl. tax. Tintz pays postage.) Mail order today to **Tintz Co., Dept. 327-X, 205 N. Michigan Ave., Chicago 1, Ill.**

Standard Oil's James A. "Billboard" Jackson, 69, is dean of colored hucksters, has been an Esso man for 14 years. Ex-bellboy and actor is now grooming onetime Standard Oil messenger boy Wendell P. Alston, 50, to fill his place upon retirement.

OPTIMISM KEYNOTES

TO CONVINCE American advertisers that the Negro represents a highly-sellable market that can be cornered by the executive who employs sagacious strategy is still unfinished business on the docket of colored publications but now that they have a hard-driving, hard-talking group of "brown hucksters" in their corner, they can see success ahead after years of painstaking campaigning. Despite postwar drops in billings by the biggest combine of ad-hustling newspapers (Interstate United Newspapers which fell from $3,685,478 in 1945 to $2,675,118 in 1946), admen have much hope in the future and see the day not too far distant when Negro papers will not have to depend on circulation for most of their revenue. They base their optimism on increasing recognition of the Negro market through employment of more and more "brown hucksters" and the splendid results that are achieved by those concerns who try to sell the Negro with intelligent spokesmen of their own race.

Pioneer in the huckster clan is Standard Oil's "Billboard" Jackson who claims to have 40,000 friends in 1970 U.S. towns. He is perhaps most consistent convention-goer in America. Holding membership in some 30 organizations, he travels thousands of miles each year to promote Esso products which are sold at 186 Negro-operated gas stations in 18 Eastern states. Jackson's proudest accomplishment is getting Louisiana's Horatio Thompson started as a dealer ten years ago; now he operates three, employing 19 persons.

Another oldtimer in the field is ex-druggist Richard B. Alphran, who ran his own prescription lab and was a University of Illinois Med School technician before joining Abbott Laboratories to push the product with Negro professionals.

Old Gold's Roberta K. Barr (center) and Etta Curry push cigarette sales by direct contact in clubs and stores where they hand out samples and sales talk. Mrs. Barr heads team of four doing work, here consults with sales manager Lewis Grube.

...t's Charles Cole, 37, works nationally out of beer company's Milwaukee office. ...t owner of Chicago's Pershing Hotel, he has been with firm six years and earns ...,000 annually. Cole never went to high school, started working as newsboy.

...ELLING CAMPAIGNS

Most "brown hucksters" are employed by drink distributors—soft ...nks, whiskey and beer. The two pioneers in this field—William Gra...m and Herman Smith—started for Pabst and Pepsi-Cola back in ...8. Graham talked his way into a Pabst job in Cleveland and within ...ur months had upped distribution from seven to 94 per cent of all ...e Negro outlets. He quickly moved into a national sales post, con...ders his biggest promotion his stunt of getting the Elks convention ...1939 to make Pabst their official beer. When he left Pabst in 1944 ...organize his own ad agency, he was making in excess of $10,000 ...nually. Pabst's Negro sales force of 11 today is headed by Brook...ite James W. Adams.

Huckster Herman Smith was top man of a Negro staff of 21 when ...was with Pepsi-Cola, ran bangup promotion campaign that included ...ing wallets with $5 to Negro dining car waiters to push Pepsi-Cola. ...ith, now with Schenley, has been replaced by onetime housing ...ject manager Edward F. Boyd, who heads staff of four including ...rvard graduate Alexander L. Jackson, Jr. Pepsi-Cola prexy Walter ...Mack says his company "has a firm and established policy of en...uraging opportunities for Negroes in all its business activities."

Biggest soft drink maker, Coca Cola, has no Negro sales representa...es but is reportedly studying employment of one since Pepsi-Cola's ...cessful promotions.

Among cigarette companies most extensive advertising in the Negro ...ss has been done by Chesterfield while biggest direct contact drives ...sales representatives have been run by Old Gold and Philip Morris. ...tually every major cigarette, except Lucky Strike, has run copy in ...gro newspapers.

...t's James W. Adams, 34, travels around nation to push beer sales, here con...with New York representatives Ralph Sharper and Lionel R. Fultz. Working ...Pabst five years, Adams formerly was desk clerk at New York Teresa Hotel.

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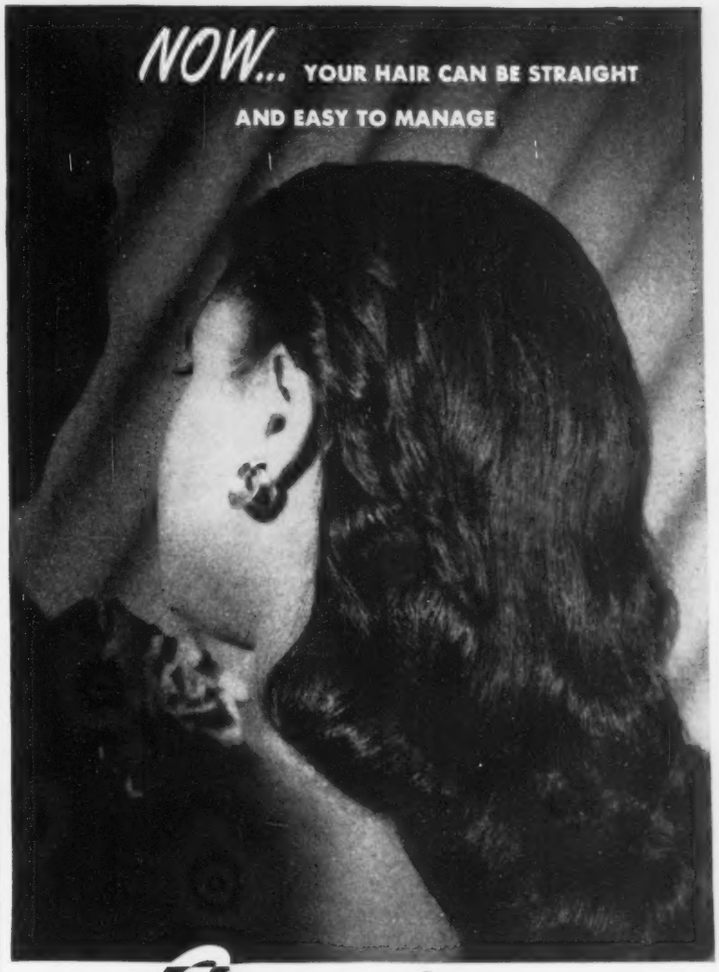


JUST USE Easydo HAIR STRAIGHTENER

the new scientific way to straighten your hair right in your own home without the ravages of hot combs or strong caustics containing lye.

$2.00 plus 40c tax

Easydo Hair Straightener *works like magic . . . lasts like a permanent* (3 to 6 months).

Completely straightens the hair in one application. Leaves hair straight, soft, smooth and easy to manage . . . does not burn the skin or discolor the hair. You can shampoo your hair over and over again and it will stay straight.

No Other Straightener *is exactly like Easydo.* It's an entirely new type of hair straightener . . . mild, easy to use and effective. It straightens hair by adjusting the cells of the hair to a new straight shape. That's all there is to it . . . just repeated combing and waiting periods.

Easydo has been scientifically proved and thoroughly tested, and it is guaranteed to straighten your hair. See our liberal offer.

Try Easydo . . . the amazing new hair straightening discovery. *It's so easy to use.* Get a package at your favorite drug or department store today. If Easydo fails to straighten your hair, you'll get your money back. Discover for yourself this easy, proved way to end hair straightening troubles and worries.

USE ONLY Easydo TO STRAIGHTEN YOUR HAIR

the new scientific hair straightener

If you are unable to buy Easydo at your favorite drug or department store, write Easydo, Inc., 155 No. Clark St., Chicago 1, Illinois.

THE SHORTIE
Page Boy
FOR YOU!

ONLY $2.50 Plus Postage

This fine Page Boy is handmade of Human Hair. It fits from ear to ear at the back of the head, easily pinned on with hairpins or bobby pins. A very handy hair attachment when a quick hair-do is necessary. Can be bought at the amazingly low price of $2.50 plus postage.

BEST YET HAIR PRODUCTS CO.
Hamilton Grange Sta., Box 26
New York 31, N. Y., Dept. 5-E

Please send me ..... Shortie Page Boy attachments style No. 118. I am enclosing a sample of my hair. I agree to pay postman on delivery.

Name .....
.....
Address .....
City .....
Zone ..... State .....

ORDER NOW

CUT HAIR AT HOME IMPROVED HAIR CLIPPER

NOT a small Junior Model, but EXACTLY the same regulation full-size clipper as barbers use! Cutting blade diamond-edge tested. Full size with wide blade and free easy cutting edge. Rust resisting. Easy to sharpen. Precision made throughout with wrought iron handles. Adjustable and easy to tilt for tapering haircuts. Cuts hair close (equal to shaving) or 1-4 inch long. FREE Book "How to Cut Hair" with every clipper. Order now before the present supply is exhausted. Only $2.99 postpaid or sent C.O.D. plus postage. Rush order!

Sizes 1, 0, 0A & 00
Only $2.99 Postpaid

FARMSTON, Inc., 16th & Junction
Dept. EB RACINE, WISCONSIN

When NATURE Lets You Down
a pinch of
INNERCLEAN
HERBAL LAXATIVE,
taken with a glass of warm or cold water, before breakfast or at night.
Picks You Up
Caution: Take only as directed

FREE SAMPLE
MAIL TO: INNERCLEAN CO., DEPT. E-5-8
846 E. 6th St., Los Angeles 21, Calif.
Name: _____
Street: _____
City: _____ State: _____

Schenley's Herman Smith, 35, has been with three products in last 14 years, presently is promoting Three Feathers whiskey. He originated Pepsi-Cola's Negro sales setup, did first salesmanship as newsboy when 8.

Calvert's Joseph Makel, 39, switched to the whiskey concern from a dining car waiter job in 1940 when he met the company president in a lounge car and asked for a sales post. National representative has two others on his staff.

SIMONS SHOES
BY MAIL-DIRECT TO YOU
Famous TRIPLE "A's"
or
DOUBLE "A's"

Long, keen-looking shoes. Supremely comfortable. For men who want the finest in footwear.

IN CALFSKIN—Choice of
• TAN & WHITE • LIGHT TAN
• BLACK & WHITE • BLACK
IN SUEDE—Choice of
• GRAY • BROWN • BLACK

These shoes will keep their shape and smart good look long after cheaper makes are ready to be thrown away.

Sizes 5 to 12
All Widths
(Size 13—$1.00 extra)
$14.75

MAIL ORDER TODAY
SIMONS SHOES, Dept. E-58
308 E. 47th St., Chicago 15, Ill.
Please rush pair of your shoes.
Style: ☐ TRIPLE A ☐ DOUBLE A
Leather: ☐ CALFSKIN ☐ SUEDE
Color ..... Size ..... Width .....
☐ Remittance in full herewith. Send postpaid.
☐ I enclose $1.00. Send C.O.D. for balance plus postage.
Name .....
Address .....
City ..... State .....
100% SATISFACTION OR MONEY BACK

SONG POEM WRITERS
Our Composers Need New Lyrics
We Publish New Song Material

We Have Published For The Writers Of The Outstanding "Hits": "My Melancholy Baby," "Diane," "No, No, Nora," "Be Honest With Me," "Roll Along Prairie Moon," "Goodbye Little Darlin', Goodbye," "Lady From 29 Palms."

$50.00 to $1,500.00 Advance Royalty Paid On All Material Accepted for Immediate Publication

- RUSH YOUR SONG POEMS TO OUR OFFICE FOR A NEW AND AMAZING OPPORTUNITY-OFFER!
- WE HOLD MUSIC CONTRACTS WITH LEADING ENTERTAINERS IN RADIO—MOTION PICTURES—AND RECORDING INDUSTRIES.
- THIS OFFER LIMITED — RUSH YOUR POEMS—LYRICS—VERSE—TODAY!

GORDON MUSIC CO.
1651 Cosmos St., Dept. 00, Hollywood, Calif.

The NIGHTIE of Alluring Charm "BLACK MAGIC" $5.98

Choice of These Luscious Colors: Black, Blue, Pink, or White

Enticing! This dream nightie is made especially for figure flattery. Wear it when you yearn to look your most alluring. It's your feminine bedtimer of soft rayon sheer, lavishly trimmed with expensive lace and ribbon. You're a picture of loveliness when you slip on this enchanting gown, with its wealth of lace and gorgeous design. You'll be delighted!

SEND NO MONEY!
Wear this beautiful gown at OUR RISK. If not completely satisfied, your money refunded. In all sizes: Misses 10 to 14, Women's 32 to 42. Extra large sizes 44 to 52 price $6.98. Better order now! Send size and color wanted. Pay postman C.O.D. plus postage.

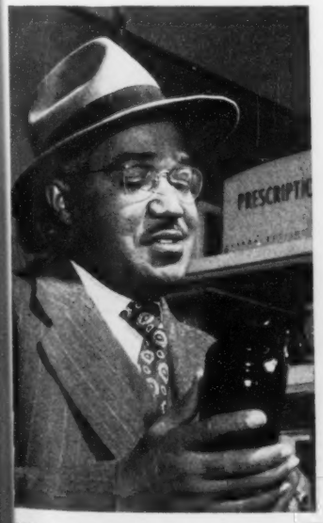
INTERNATIONAL DIAMOND CO.
Garment Dept. 4273
2435 So. Indiana Avenue
Chicago 16, Illinois

Top ad agency executive William B. Graham, 42, owns one of six Negro agencies in field. Originator of Pabst sales drive in colored communities, promoter presently heads $500,000 corporation marketing Joe Louis Punch.

LACK OF MARKET DATA HANDICAPS SELLING DRIVE

DESPITE rays of hope on the horizon, the Negro market will never be completely sold if the country's 2,300 advertising agencies are not convinced of its potential. Bottleneck that still impedes selling these agencies is inadequate and inaccurate data on the nature of the buying public. Modern American industry and ad agencies live in the world of scientific graphs and surveys presented in elaborate, lavish style but Negro marketing men still do not have enough of these needed statistics at their fingertips, do not always effectively present what research they do have.

For many years Negro newspapers could not present an audited report on their circulation. Today these obstacles are gone (every leading Negro paper is a member of the Audit Bureau of Circulations) but many colored admen still haven't learned the art of advertising their own business. A start has been made on research (Interstate spent $40,000 to survey brand preferences) and with more lineage and income in the Negro press it is hoped that more complete statistics on the Negro market will become available to the men who count most in the huckster business—the agency executives.



Abbott Laboratories' Richard B. Alphran, 46, visits doctors and druggists to push medical products. He has been with firm 13 years.

International Business Machines' T. G. Laster, 34, sells mainly to insurance firms. Former college teacher first learned about IBM equipment while GI.

It's New! It's News! howard presents "Triple Splendor"—

three glamourous, original new coiffures achieved with one attachment . . . $12.50

This is out-and-out coiffure magic! You'd ordinarily need three different attachments to secure the results pictured on this page. We call it "Triple Splendor"—and so will you! This luxurious array of puffs and curls is very, very versatile. Now it's up! Now it's down! Now it's around! And as quickly arranged as you'd change your hats. This basic piece is only $12.50. "Triple Splendor" is an original creation of Corinaldi of Howard. It is made from our finest quality real hair, hand-blended to match your own hair beautifully. No wonder Howard leads the fashion parade in style and quality. No wonder the loveliest women in the world wear Howard real hair Tresses.

IMPORTANT: Howard Tresses stay on, thanks to the exclusive Howard "Tresson" Bob Clip that anchors the attachment securely to your hair.

TRIPLE SPLENDOR, *a Howard original.* Shown in the three photographs above and at right are three different, very new coiffures that can be achieved with this one basic attachment. Low in back, whirled around, upswept. **$12.50**

THE LOVELIEST WOMEN IN THE WORLD WEAR HOWARD REAL-HAIR ATTACHMENTS BECAUSE ONLY

***Exclusive!* GLAMOUR BOB.** Howard alone brings you this ultra-smart coiffure. Covers the top of the head from the lustrous bangs to the shoulder-length page boy roll. Simply pin on top of head and comb in with your own hair. Lined crown. Custom-made in color and texture to match your own hair. **$12.00**

←

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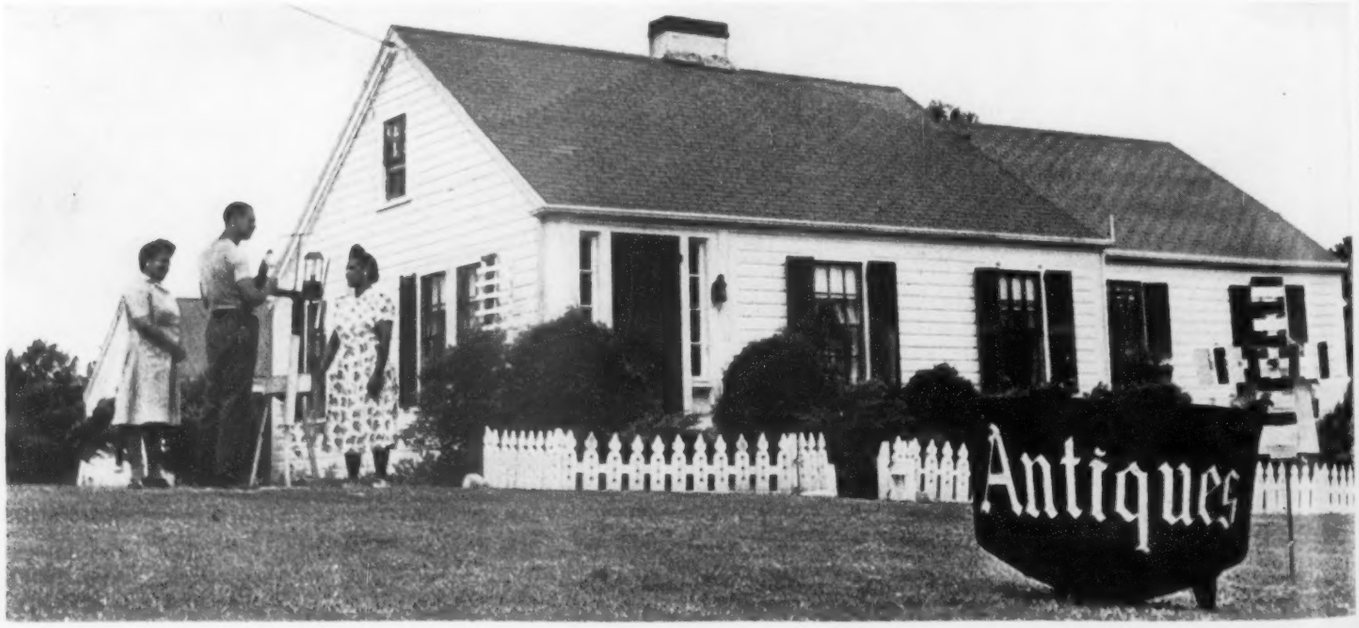
Hooked rug woven by Ruth Clark depicts the Rusharn Cottage and grounds in complete detail. Bridge over the little brook in the foreground was made from wagon wheels. Sharn Clark got the wheels by trading two car seats from his Model A Ford for them. In all the total cost of the bridge was $8.

ANTIQUES

Cape Cod couple cash in on boom in bric-a-brac

WITH AMERICAN fashion stylists turning back the clock to Gibson Girl days, it was inevitable that the worship of yesteryear would spread. Newest quirk in the look-backward trend is the boom in antiques. All over the U.S. thousands of dealers in battered bric-a-brac are doing a land office business.

Riding the crest of the boom in antiquity is a picturesque antique shop on Cape Cod, the Rusharn Cottage, one of the few in the country owned and operated by Negroes. Started as a hobby 15 years ago, the penchant for picking up dusty old furniture turned into a profitable business when Ruth and Sharn Clark decided to start selling some of the antiques that filled their attic. For ten years now they've been catering to customers, who find the Clark cottage a source of many hard-to-find, valuable items from old New England trinket boxes to newly-woven hook rugs.



Actual Rusharn Cottage (name is combination of Ruth and Sharn) is fronted by an old caldron on which Mrs. Clark painted an "Antiques" sign. Clarks keep antique stock worth about $6,000 on the eight-acre spot. Ten-year-old shop does 85 per cent of business with white tourists who come to Cape Cod from all over U.S.

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Collection of fans, made of ivory and tortoise shell inlaid with silver, is examined by Catherine Stokes, concert singer who recently won Marian Anderson scholarship in Philadelphia. Rugs and glassware are fastest selling items in shop.

Clark living room is filled with valuable relics. Salem rocker (right) is earliest type New England style, still has original paint. Above desk in corner is old engraving of all colored Congressmen after Civil War.

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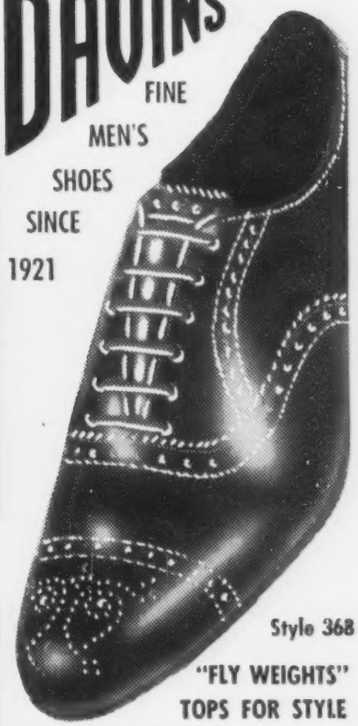

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engraving of all colored Congressmen after Civil War.

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Searching for antiques, Clark drives rural roads in Model A Ford. He buys odd ornaments and pieces of furniture, never knows their value till he gets back to Bushan Cottage and consults antique catalogs.

ANTIQUE BUYING IS GAMBLE, CLARKS FIND

ANTIQUE COLLECTING is pretty much a hit-or-miss proposition these days with an increasingly thin line between what is antique and what is simply second hand. According to government customs rules, an antique is an object more than 100 years old but growing demand by Victorian-minded matrons for things Chippendale and Sheraton has cut down the age limit in most dealers' stores.

In their ten years in the business, the Clarks have found their "antique fever" to involve much speculation. Ofttimes they make buys without knowing values and then consult catalogs to find if they have an antique or just "junk." Actually they got their big start through a gamble. Attending a Cape Cod auction sale 22 years ago, they got the "bug" for antiques when they bid for an item and then found they couldn't pay for it. Clark hired himself out as a delivery man until he earned enough to return to the auction and buy a bed. He promptly resold it to a late comer for three times the cost.

After the auction, the owner asked him to bid on the contents of an old shed. Clark offered his labor and cartage to clean out the place. One load went to the dump, the other he took home. His wife urged him to continue on to the dump with the second truckful but Clark unloaded. At the bottom of the heap his wife found many rare and beautiful buttons which started her on a button collection which reached a value of $900.

Determined to learn all about the business, North Carolina-born Mrs. Clark attended the Swinburn School of Household Art for a year and a half, was the only Negro pupil there. She learned furniture upholstering and refinishing, also took rug hooking lessons and became very proficient at the art.

Despite some 300 white competitors on Cape Cod, the Clarks do a thriving business with tourists from every state in the Union. Since their business is seasonal, Alabama-born Clark, 45, bought a 200-acre peanut farm near Tuskegee where they spend the winter months. The farm is manned by five tenant farmers.

Trips back and forth are utilized to collect antiques. Traveling rural roads in a Model A Ford, they stop at out-of-the-way farmhouses and stores to buy cast-off things which often prove to be antiques once the old paint is removed.

In their Massachusetts home town of Hyannisport, the Clarks attend the white Baptist church and most of their neighbors, like 80 per cent of their customers, are white. Mrs. Clark's ambition is to open her own school of rug hooking and furniture decorating.

Continued on Next Page

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Continued on Next Page

"Professor" Danny Kaye, a longhair college music teacher, is surprised at discovering the great jazz music played in a basement night club by Zutty Singleton, Lionel Hampton, Louis Armstrong and Barney Bigard during a scene from *A Song Is Born.* Hampton and Armstrong got $5,000 weekly during six weeks of shooting.

A SONG IS BORN

New Danny Kaye picture brings together top jazzmen in single band

IN HIS final movie for producer Samuel Goldwyn, *A Song Is Born,* popular comic Danny Kaye is once again breaking Hollywood precedent as he did in his first screen hit, *Up In Arms.* In his initial picture the Broadway-via-Brooklyn star presented a new, unique, intelligent brand of humor that burlesqued idiosyncrasies in U.S. life from overlong movie credits to scat Minnie the Moocher singing. His delightful but sometimes involved jabs gave audiences credit for a far higher IQ than Hollywood previously conceded.

In *A Song Is Born* which will be showing in theaters next month, Kaye again departs from Hollywood practice and gives American moviegoers credit for much more racial understanding and good will than the movie capital has ever been willing to admit. The $2,000,000 technicolor feature does for jazz music and its foremost colored exponents what movies, radio and night clubs have failed to do for three decades. Brought together in one band, regardless of race or color, are the top jazzmen of modern music. In starring roles, playing themselves, are Lionel Hampton (vibraphone), Louis Armstrong (trumpet), Benny Goodman (clarinet), Tommy Dorsey (trombone), Charley Barnett (saxophone), Phil Moore and Mel Powell (piano), Al Hendrickson (guitar), Harry Barbasi (bass) and Louis Belson (drums).

Not worried by the usual Southern bigot-banning of movies that give decent roles to Negroes, Samuel Goldwyn spared neither expense nor talent in telling the film story of seven classical music professors who suddenly run into the subject of jazz while writing an encyclopedia of American music.

Headed by Danny Kaye and Hugh Herbert, the professors set out to collect data on jazz. After a safari into night clubs, jive joints, supper clubs, dance pavilions and swank after-hours spots to study the subject, they become "real gone guys," winding up their investigation in a "clambake" to the strains of Lionel Hampton's sizzling *Flyin' Home.*

Included among the top Negro musicians who do spot numbers in the picture are Benny Carter and his band plus the Golden Gate Quartet. Comedy relief is provided by Buck and Bubbles, the colored onetime vaudeville team who first interested the professors in boogie woogie.

Continued on Next Page

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In hushed, book-lined college office of Professor Frisbee (Danny Kaye), he hears a sample of jazz on recording made for encyclopedic study of music. Immersed in serious music, Frisbee and fellow professors never knew jazz existed.

FEUDS BETWEEN STARS MARK

FOR A PICTURE that represents a long stride forward in bringing Americans of all races together, *A Song Is Born* was remarkably filled with feuds and jealousies during its filming—none due, however, to color or nationality. For some time its producers couldn't make up their minds what to call the picture. It started out in script as *That's Life*, was later changed to *That's Music* and finally got its present title.

One sunny morning after he showed up late for rehearsal, Benny Goodman caught a right to the jaw from temperamental Tommy Dorsey and the film got into front page headlines. The music-making went on while the studio crossed its fingers and ducked. The two colored stars then came up with a feud, Hampton refusing to pose for still pictures with Armstrong. When "Satchmo" showed up one day in a light green gabardine suit, "Hamp" came back a few days later sporting a pink shirt.

Virginia Mayo, honey-blonde co-star of the film, heckled Hampton for two weeks about his mumbling while playing the vibes. She finally succeeded in getting Hampton to admit what words he mumbled while he played, regardless of the tune. They were: "Send me eight on a plate, eight, gate!"

Intricacies of jazz are explained by Buck and Bubbles to musical pedagogues. *A Song Is Born* is musical remake of Gary Cooper-Barbara Stanwyck film of some years ago, *Ball Of Fire*. More than 60 Negroes worked as extras in movie.

moviegoers credit for much more racial understanding and good will than the movie

Negroes, Samuel Goldwyn spared neither expense nor talent in telling the film story of

team who first interested the professors in boogie woogie.

Continued on Next Page

Studying jazz origins, professors get a taste of New Orleans style from Louis Armstrong in a night club where he plays with Lionel Hampton, Phil Moore, Zutty Singleton, Barney Bigard and Benny Carter.

FILMING OF NEW MUSICAL

Despite small incidents, routine Goldwyn publicity handouts on the picture made sense. They read: "Tip to the United Nations: If you want to see a group of different nationalities and races work in complete harmony, plan to see *A Song Is Born*."

Kaye's new vehicle avoids at least one of the mistakes made by so many other films which handle the jazz theme. Instead of special new songs written for the picture, *A Song Is Born* relies on the solid beat of such "old reliables" as *Stealin' Apples, Muskrat Ramble, Cherokee, Getting Sentimental Over You* and *Flyin' Home*. While musicians rehearsed for several weeks, director Howard Hawks tried to get the right feel for the film by lapping up bandmen's habits at Hollywood jazz spots (Palladium, Casino Gardens, The Hangover, Congo, Billy Berg's). He decided jam sessions were the most effective way to tell the story of jazz. After that the lid was off and the sidemen had a field day.

The sessions were so solid that Goldwyn is issuing an album of records made by the musicians in the picture. After *Goldwyn Stomp* (written for the movie by Hampton) was aired on an NBC hookup, 15,000 requests for the record came to the studio.

Back at the school, one of the professors (Benny Goodman) joins with Charlie Barnett, Tommy Dorsey, Armstrong and Hampton in picking up more information on how jazz is played. Goodman is one of the music professors.

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Back at the school, one of the professors (Benny Goodman) joins with Charlie Barnett, Tommy Dorsey, Armstrong and Hampton in picking up more information on how jazz is played. Goodman is one of the music professors.

Family portrait of the Johnston family shows different racial features of each. Donald, 18 and Paul, 13 (standing left) have lightest skin coloring. In 18 years of practice, Dr. Johnston has never had a colored patient.

LOST BOUNDARIES

Exciting new book tells case history of a family that passed for 20 years

FOR 35 YEARS ever since James Weldon Johnson startled the literary world with his *Autobiography Of An Ex-Colored Man*, novelists have had a field day with fictional profiles of Negroes who pass for white. But actual, real-life data on passing has never been published because such case-history information has always been held inviolate as a confidential trust among those "in the know." This month the first detailed, complete true story of a Negro family that passed for white is told by noted author William L. White in a new book, *Lost Boundaries* (published by Harcourt, Brace & Co.).

Run in condensed form in Reader's Digest and soon to be filmed in a feature MGM movie by Louis deRochemont (who produced *The House On 92nd Street* and *Boomerang*), the new book casts a glaring spotlight on the family of Chicago-born Dr. Albert Johnston, Sr., who has enjoyed spectacular success as a New England small town doctor for the last 20 years. Always accepted and considered white by the community, the Johnstons are now exposed as Negroes—all voluntarily on their part. To date their status in the small town of Keene, New Hampshire (pop. 13,832) is unchanged. Now that the secret is out—publicized in the nation's biggest magazine and in a widely-discussed book—New Englanders generally are oblivious to the Johnstons' race, feel as Mrs. Ensign Barrett, Keene druggist's wife, that "whatever Dr. Johnston is, he's a very nice man."

Reader's Digest roving editor White, son of the famous William Allen White and author of four best sellers including *They Were Expendable*, has done his usual competent job in presenting the story of the Johnstons, mainly through the person of Albert, Jr., who was first told of his color when he was 16.

The elder Johnston, now 47, and his wife first started passing when he was accepted as an interne at the Maine General Hospital in Portland, which never asked his race and assumed he was white since he had graduated from Rush Medical College in Chicago. Only racial trouble he had there was when a Negro woman, towards whom he had been extra-solicitous, complained that he was prejudiced. The head doctor called him in and explained to him that New England did not share racial discrimination prevalent in the Midwest and warned him sternly to be more careful towards colored patients in the future.

When he finished his internship, he learned of an opening for a young doctor in Gorham, N. H., a small town of 2,500, and promptly took over the country practice. Dr. Johnston soon became a pillar of the community. His wife was twice asked to take over the presidency of the Gorham Women's Club, was elected head of the church Junior League. No one ever questioned their race. They were warmly accepted into the town life and regretted having to leave when Dr. Johnston later got a post in the hospital at nearby Keene.

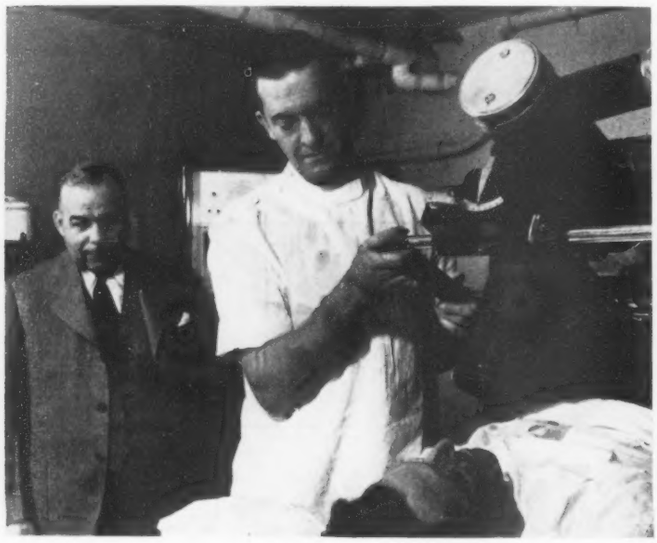
In Keene they again were welcomed and the Johnston children were growing up much like any typical rural New England Yankees . . . until the day when Albert, Jr., was first told he was colored.

Continued on Next Page

SEND NO MONEY! • JUST SEND SAMPLE OF YOUR HAIR • PAY POSTMAN ON DELIVERY!

Johnston home is one of the most beautiful in Keene, occupies a corner lot on one of the town's finest residential streets. When family lived in Gorham, Dr. Johnston was park commissioner and chairman of the school board.

Green convertible Buick of Dr. Johnston is a fixture on Keene's Main Street. Johnstons attend 200-year-old Congregational Church (background) which is Keene's outstanding landmark. Dr. Johnston has been both Mason and Rotarian.



Supervising X-rays at Monadnock Hospital in Peterborough, N. H., is part of Dr. Johnston's job as consulting roentgenologist. Peterborough is 22 miles from Keene and Dr. Johnston has to make trip several times a week.

Staff physicians at Elliot Community Hospital discuss X-rays with Dr. Johnston, who was the first Negro to study roentgenology at Harvard Medical School. Johnston's father passed as white in Chicago to hold job as real estate agent.

HIGHLIGHTS IN JOHNSTON FAMILY'S PHOTO ALBUM

1933 **The Johnston children** were a happy trio when the family lived in Gorham, where Dr. Johnston bought a going practice for $1,000.

1936 **In dancing class** at Gorham school, little Anne (center) had a leading role. Anne is cheerleader and class vice president at high school now.

1938 **Graduate doctors** at Harvard Med School have some fun with Dr. Johnston, who was studying X-ray work. India doctor was in group.

STAGE AND SCREEN STARS PREFER

20 years. Always accepted and considered white by the community, the Johnstons are from Rush Medical College in Chicago. Only racial trouble he had there was when a Negro . . . until the day when Albert, Jr., was first told he was colored.

Continued on Next Page

Parties thrown by Anne Johnston, now 17, are popular with the younger set in Keene. Disclosure she's colored meant little. "The boy I go steady with," Anne says, "told me it didn't make any difference."

At University of New Hampshire, Albert's dorm is gathering place for lively bull sessions. When he entered, he turned down frat bid, feared his color would be discovered. Recently, however, he disclosed his race to other students.

HOW ALBERT JR., WAS FIRST TOLD RACIAL 'FACTS OF LIFE'

ONCE when Albert Johnston, Jr., was a boy, the news got around the small town of Gorham that a Negro tramp had been placed in the town jail. Along with the other youngsters in town, Albert promptly rushed over to the jail the next morning "to see the black man." Aside from an occasional colored cook brought into town by a summer vacationer, these were the only Negroes he knew until he went to Mount Hermon prep school and met Charlie Duncan. The son of the popular Negro singer was far different from the stereotyped version of the Negro that Albert, Jr., had picked up in contacts in Gorham.

Duncan, who is now a student of Harvard law school, endeared himself to Albert when he offered to give up his place on the ski team during a trip so that Albert could go. When he came home bubbling over with praise for Duncan, who was a fine fellow "even if he was colored," it so happened that Albert, Sr., had just received the news that the Navy had turned down his commission after investigating his racial status while a student at the University of Chicago medical school.

Albert was about to take a bath, he remembers, and the water was running into the tub while he was telling his parents about Duncan. Suddenly his father said: "I'm going to tell that boy."

His mother almost screamed: "No! No! Don't do it! Don't ever do it!"

"I've got to do it," his father answered.

With a drink in his hand—his third that evening—Dr. Johnston stepped into the bathroom and told Albert to turn off the water. "Do you know something, boy?" he asked.

"No, what?" said Albert.

"Well, you're colored."

It took Albert time to recover from the shock and ask: "How come?"

And then Dr. Johnston told his 16-year-old son his family genealogy for the first time and explained the racial "facts of life."

Mrs. Johnston's grandfather was a German, once was shipping commissioner of New Orleans. He had married a colored woman shortly after his arrival from Germany. Mrs. Johnston had first passed when she wrote "white" on a job application in Boston. Her father forbade her from making dates with dark boy friends, destroyed letters from Joe Carter, a dark Negro halfback of Brown University who tried to date her. She met Albert Johnston, Sr., during a vacation in Chicago and married him after her parents approved of his light color.

Johnston had attended Wendell Phillips High School and when he graduated there was only one other Negro in the graduating class. At Rush Medical College only other Negro in his class was Ralph Scull, now a prominent Chicago dermatologist. Johnston worked as a porter and dining car waiter to help pay his way through Rush Medical College.

1942 On ski team at Mount Hermon school, Albert, Jr., was captain of the squad and had Charles Duncan (second from left), son of singer Todd Duncan, as a teammate. Duncan was brilliant in his studies, winning history prize.

1943 Graduation from Mount Hermon was big occasion for Albert, Jr., posing with roommate.

1944 Joining Navy, Albert, Jr. passed as white. He was discharged as psychoneurotic due to color complex.

Continued on Next Page

the family lived in Gorham, where Dr. Johnston bought a going practice for $1,000.

(center) had a leading role. Anne is cheerleader and class vice president at high school now.

have some fun with Dr. Johnston, who was studying X-ray work. India doctor was in group.

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Avid bridge fans, the Johnstons have a regular game with Mr. and Mrs. Fred Stearns, both high school teachers. The Johnstons sometimes play in state bridge tourneys. He was recently offered a Negro college post in the South.

DISCLOSURE OF RACE CAUSED SERIOUS CRISIS FOR ALBERT

THE JOHNSTON CHILDREN did not grow up without their parents' worrying about their future racial identification. Thyra Johnston remembers asking her husband one night: "What are we going to do when the children grow up?"

Dr. Johnston's reply was: "Maybe we won't have to do anything. Let's just saw wood and see what happens."

It took racial trouble in his own routine to force the New England doctor to let the secret out of the family closet. But there were those in Gorham who had suspicions about the Johnstons. Once Mrs. Johnston's father came to the small town and was taken aside by one of the townspeople who pointed to his daughter unknowingly and said: "See that lady down there? Well, they say she's a real mulattress."

"You must be mistaken," said Mrs. Johnston's father who is lighter than his blue-eyed daughter, "because that lady is my daughter."

Once Albert found out the truth about his race, it proved to be a serious crisis in his life. His school grades slumped; he broke out in a curious rash. He stayed at Dartmouth College only a short time before his father took him out to see a psychiatrist, who said time was the only cure for his condition. Just about then the other children were told about their color but they were younger than Albert and did not take it as hard.

Albert finally wound up on a cross-country hitch-hiking tour, visiting colored communities and learning more about Negroes than he ever knew before. It was this actual contact with Negroes that brought about his adjustment and when he got back to Keene he enrolled in the University of New Hampshire where he is today majoring in music.

Albert, Jr., seems to have adjusted better than his father now that the secret is out. Dr. Johnston quit the Rotary and stopped going to the Masonic Lodge, admits sadly: "I guess I've become morose."

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Duncan, as a teammate. Duncan was brilliant in his studies, winning history prize, ... bert, Jr., posing with roommate. ... as psychoneurotic due to color complex.

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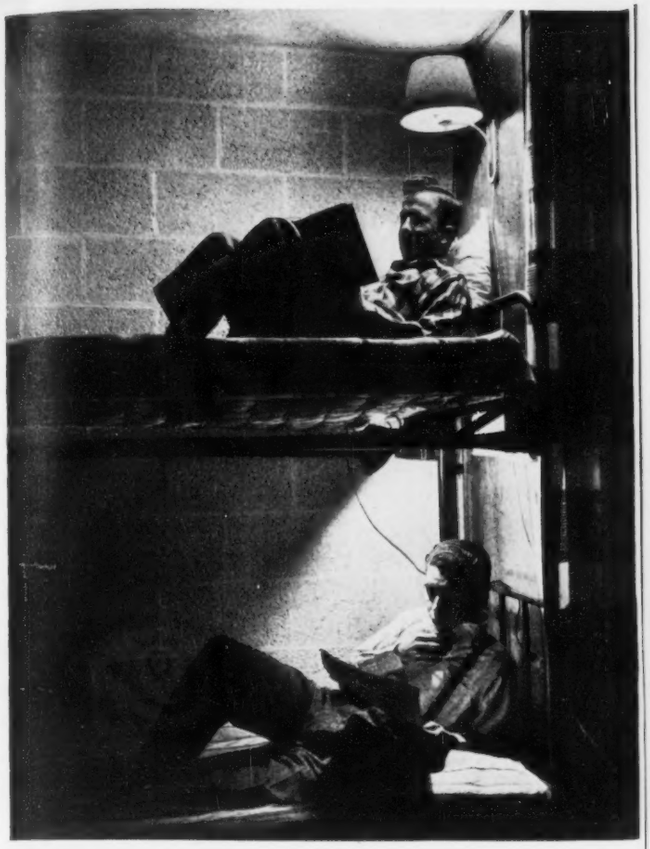
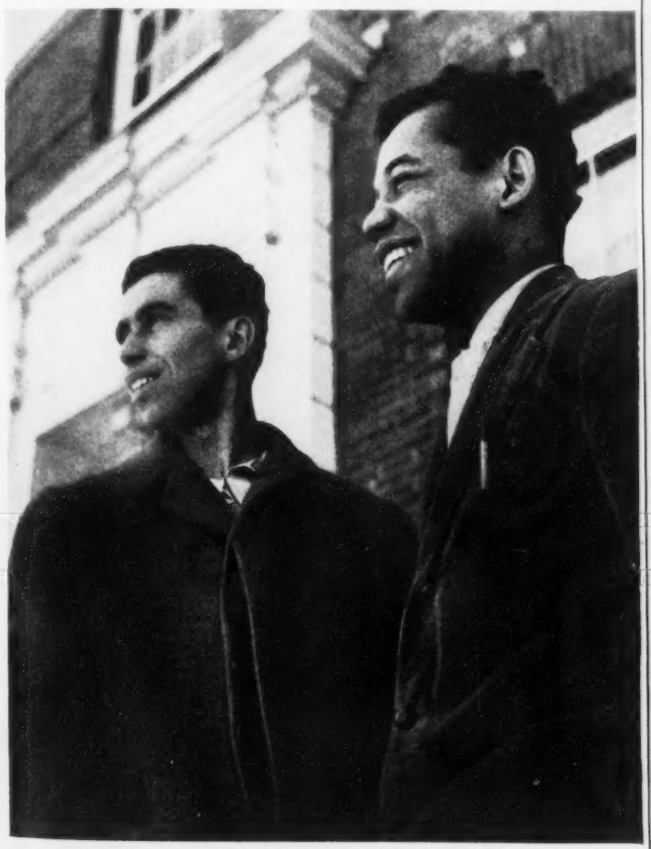


Sharing room at University of New Hampshire dorm with two other boys, Albert, Jr., studies in his bunk. In high school Albert was president of his class and made the honor roll. He is now writing a concerto.



Schoolmate who helped develop Albert's race consciousness is Bill Ballard, to whom Albert first admitted his race. Later at college seminar Albert stunned 20 classmates by discussing Negro problem and then telling them that he was a Negro.

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to the Masonic Lodge, admits sadly: "I guess I've become morose."

fashion fair

For the glamour-girl, a ballerina-length birdseye pique is dramatized by off-shoulder decolletage of flaring scallops (design 4326, sizes 12 to 18, price 50c) worn by Evelyn Terry of Roosevelt College. Peek-a-boo petticoat is featured.

For the vivacious type, a gay harlequin print of washable cotton forms the dirndl skirt of this long-torso dance dress (design 4082, sizes 10 to 16, price 50c) modeled by Audrey Brulee of Chicago's DuSable High School.

GRADUATION TIME

THIS YEAR of the New Look, with its emphasis on tiny waistlines, full skirts, ballerina lengths, and interesting necklines, can be as flattering to the teen-age girl as to her older sister. And that's why this June's girl graduate will be wearing, under her black academic gown, the prettiest, frothiest frock to be seen in many a year of commencement exercises.

The smart grad chooses her dress with an eye to all summer, so she can wear it to parties, dances, and dates with the "best beau" long after her diploma is framed or tucked away. The new ballerina length looks crisp and graceful in the favored fabrics for June graduation dresses—eyelet embroidered or birdseye piques, and permanent-finished organdies, all in sparkling white.

For the Senior Prom, and all occasions where the invitation calls for formals, the girl graduate will want a long-skirted dream of a dress that emphasizes her youth and at the same time delicately underlines her growing sophistication. In addition to piques and organdies, she can choose from filmy nylonette, silky cotton chambray, and rayon or cotton prints.

But whether her frock is ballerina length or floor-sweeping, the teenager wisely chooses a style that suits her personality: sweet and beruffled if she's the wide-eyed, demure type; dreamy and divine if she's a slim glamour-girl; and if she's the vivacious, bubbling-over type she can add the spice of vivid colors, dashing accents.

Working with style-wise Butterick patterns, Chicago dressmakers Rose Conley and Mary Carraway have created the four commencement-time frocks shown here, to prove that sewing at home is still the best for the young lady who must keep an eye on the budget, but loves dresses that are pretty, fashionable, and custom-made of good fabrics.

Order patterns by mail, enclosing money order or check, from EBONY PATTERN SERVICE, 5125 S. Calumet Ave., Chicago 15, Ill.

Albert first admitted his race. Later at college seminar Albert stunned 20 classmates by discussing Negro problem and then telling them that he was a Negro.

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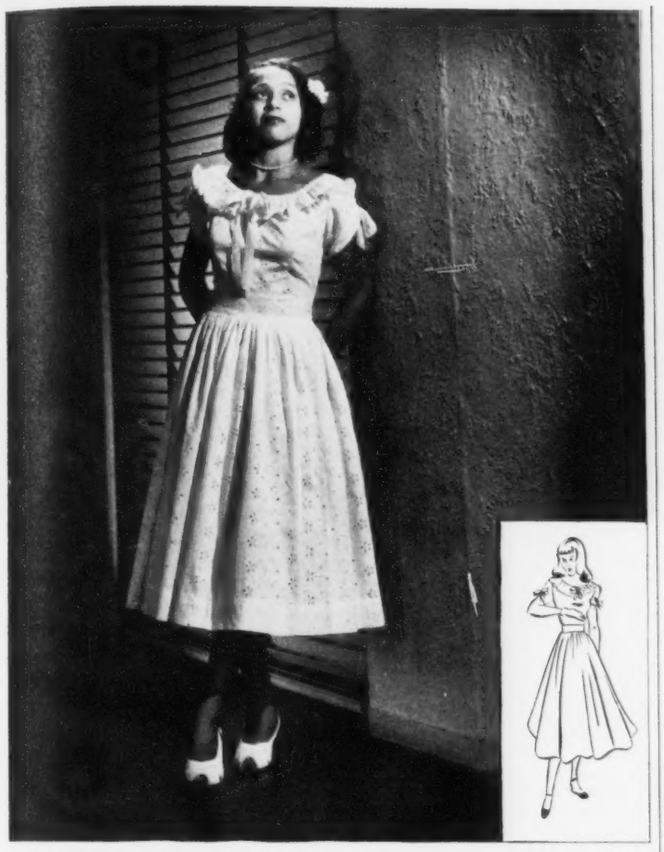

For a demure young thing, nothing is more flattering than this eyelet pique frock (design 4119, sizes 10 to 16, price 50c) with drawstring neckline, shirred sleeves and dirndl skirt. Modelled by Angeline Doyle of Chicago's Wendell Phillips High.

For that angelic look, a basque dirndl dance frock with gathered off-shoulder yoke has billowy puff creating hipline interest on the bouffant skirt (design 4413, sizes 10 to 18, price 50c) worn by Angeline Doyle. Lovely fabric is organdy.

from EBONY PATTERN SERVICE, 5123 S. Calumet Ave., Chicago 15, Ill.

Ebony Photo-Editorial

THE BIG LEAGUES SHOW HOW

LAST APRIL a major American experiment in race relations began when Jackie Robinson stepped to the plate at Brooklyn's Ebbetts Field and became the first Negro to play ball in the 72-year history of the National League. Admittedly Jackie was more than another rookie trying to make the grade in the big leagues. Baseball itself was being tested to see if it could make the grade as an all-American sport.

There were those who glumly predicted "trouble," who saw an incipient race riot in every physical brush between Jackie and white players. When there was talk of a St. Louis Cardinals' strike against playing with Jackie, the prophets of gloom came up with triumphant "I told you so" howls. Every time a rival team razzed Jackie at the plate, fearsome radicals saw some sort of KKK plot being cooked up. When the reticent, reserved Jackie failed to make fast friends among his teammates, Dixie-minded folks insisted that Southern players were stubbornly upholding "white supremacy."

But all the pessimistic soothsayers proved wrong. Robinson finished the 1947 season as the choice of baseball writers for the "Rookie Of The Year" award. And the major leagues fully demonstrated their capacity for true democracy by treating Jackie no better or worse than any other player.

When the umpires yelled "Play ball" to open the curtain of the current 1948 season, Jackie Robinson was no longer an experiment, a cause, a crusade. He was just a first rate ball player, an established big league star. The pressure was off and Jackie in his sophomore year is able to take his swing at the plate without each time becoming a test in racial tolerance. Now that the ice is broken, democracy is here to stay in the majors.

What About Other Sports?

AMERICANISM was long overdue in coming to the majors. Greats such as Satchel Paige, Josh Gibson and Rube Foster all could have made the big leagues in their heyday, the experts agree. Paige, who still displays beautiful form like that on the opposite page despite his 40-odd years, thinks he can dazzle batters in the majors yet. In several games this past winter against National and American League stars on the West Coast, he proved it. But admittedly he is past his peak and would be little more than an oddity in the big leagues today.

Paige's loss of a major league career is also the loss of baseball itself. His amazing feats in the box, his colorful style of pitching would have contributed much to the game. When the ball park moguls allowed racial discrimination to keep him out, they were knifing their own interests. Now that Jackie Robinson has made good and added so much to the glamour of the game, they perhaps can recognize their mistake.

But when will the men in high places in half a dozen other leading sports that still ban Negroes see the error of their Jim Crow ways?

When will the bosses of competitive bowling, golf, horse racing, swimming, and auto racing take steps to make these sports truly American?

In every sport in which Negroes have ever participated they have demonstrated their top-notch skill and added immensely not only to the drama and excitement of competition but also to the box office take. Yet stubborn unAmerican officials of half a dozen sports still insist on "Caucasians only" clauses in their competitive codes, still talk in Hitler-like for-Aryans-only phrases.

Where Bars Are Still Up

AT LEAST one sport which maintained a 67-year ban on Negroes has joined baseball in opening up its ranks to colored players. The U.S. Lawn Tennis Association finally opened, admitted a Negro to its indoor tourney this Spring. But a catalogue of other sports that still maintain their discriminatory practices reads:

GOLF: Recent banning of three Negroes by the Professional Golf Association in a Richmond, Calif., tourney and the filing of a $315,000 court suit against PGA threw the spotlight of publicity on the non-Caucasian clause in the constitution of the golf outfit. The rule has been enforced since the PGA was formed in 1918 although a number of Negroes are highly-rated pros.

AUTO RACING: The American Automobile Association maintains a rigid bar and won't allow any Negro to enter the annual 500-mile classic at Indianapolis. Out on the West Coast Mel Leighton rates as one of the top racing car men with firsts in four out of six 1947 races at Los Angeles' Carrell Speedway but the AAA's rules won't allow him to compete in the big Indianapolis event.

BOWLING: Membership eligibility is defined by the ruling American Bowling Congress as follows: "City association shall be composed of teams with the membership of three or more individuals of the white male sex. . . ." Although a number of labor unions have pushed a campaign against the bowling color line, the ABC's convention has stood pat and barred Negroes as well as Hawaiians and Chinese from competing in its annual tournament.

SWIMMING: Topnotch Negro swimming stars are few and far between but in the cases where they do turn up, athletic clubs do not allow them in their pools.

HORSE RACING: Despite a glorious tradition as jockeys that dates back to the days when Isaac Murphy rode three Kentucky Derby winners, Negroes have not been permitted to pilot the horses in the annual classic for several decades. There is no official bar but rather an unwritten rule that will keep jockeys out of the 74th running of the big event at Churchill Downs this month.

Democracy The Loser

ON THE baseball diamond last year, America began to live up to its vaunted pretensions of democracy but on its race tracks, golf courses, pools and bowling alleys, the word is still a mockery. The big-moneyed czars of these Jim Crow sports are among the most important, most influential men in American life today but they still have not learned to live as true Americans. They represent a last stronghold for the backyard, intolerant, myopic clan that clings stubbornly to the past, refusing to recognize that the U.S. stands at the threshold of a new world.

No longer isolated from the great family of nations around us, the America which pioneered in democracy has a great obligation to the rest of the earth to keep alive the ideals emblazoned on the Freedom Train documents. Those who stand in the way of making these principles a reality in the sports arena are sabotaging the bold leadership which the U.S. is attempting to furnish the world.

Time to Smoke Out Bigots

APPROPRIATELY enough those dark forces in America who would deny democracy to Negroes in the sports arena operate in the dark, fearing the glare of honest, open debate on their operations. Behind secluded oak-paneled walls and across private conference tables, they dictate the discriminatory pattern of mass-participation sports like bowling. They know they are operating beyond the pale of true Americanism and they desperately dodge the spotlight of publicity on their nefarious doings with glib "no comment" remarks when queried about Jim Crow.

Too long have their guilty consciences been allowed to escape to the refuge of silence on this key issue. It was the powerful weapon of public pressure and publicity that changed the racial habits of big league baseball. The same tactics are in order to smoke out the men in high places who prefer the doctrines of Hitler over the ideals of America when they enter the sports arena.

has billowy puff creating hipline interest on the bouffant skirt (design 4413, sizes 10 to 18, price 50c) worn by Angeline Doyle. Lovely fabric is organdy.

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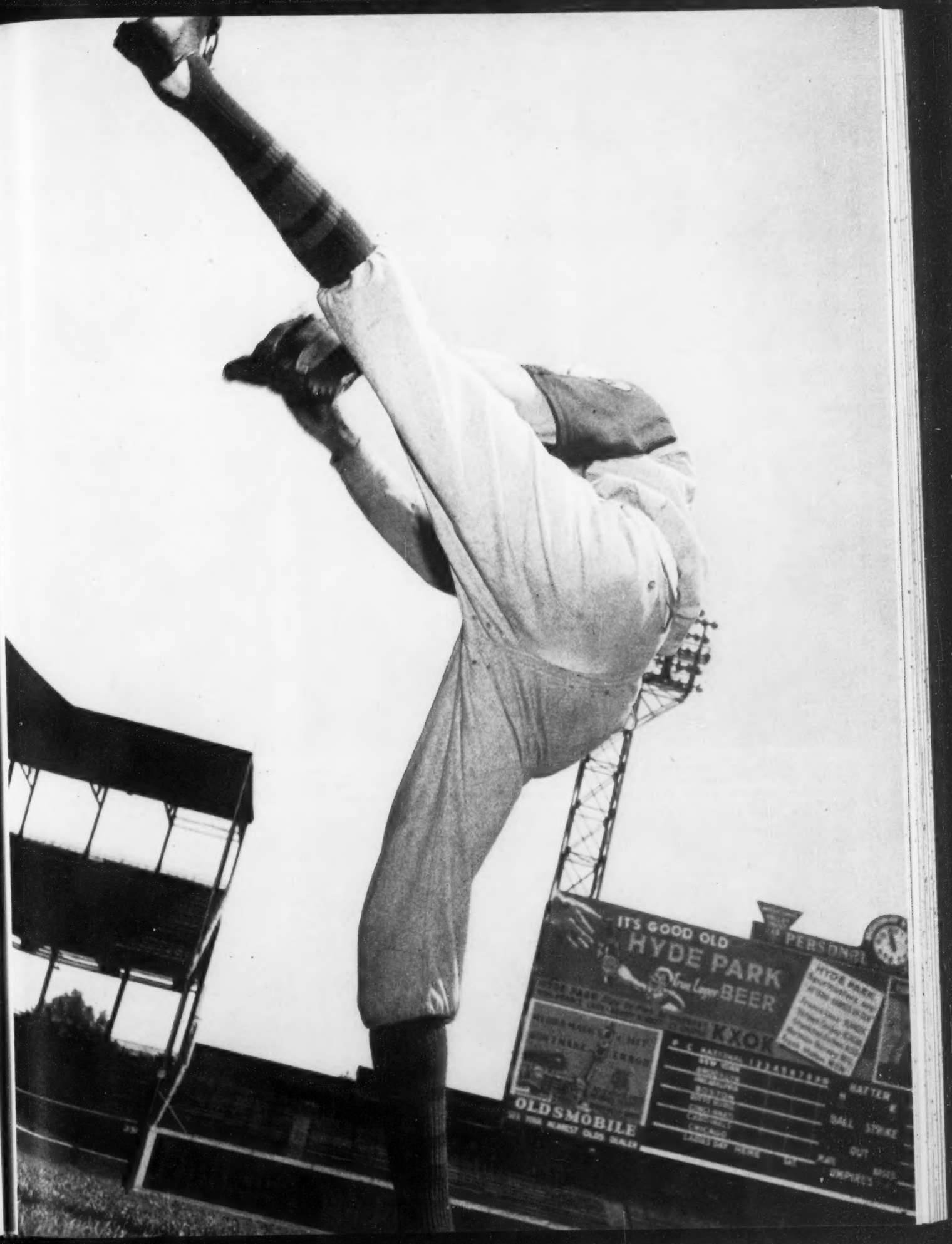

SINGLE MEN

tourney this Spring. But a catalogue of other sports that still maintain their discriminatory practices reads:

in high places who prefer the doctrines of Hitler over the ideals of America when they enter the sports arena.

Businessman Lafayette Ford, Jr., 6-foot-3 partner in St. Louis electrical appliance shop, claims no marital interest but admits he could go for a wife who "will allow me to go and come without question."

Surgeon Henry H. Towles, fiftyish Los Angeles divorcee, is fishing for a college girl who can cook and weighs no more than 140 pounds. He's a good catch himself with real estate worth $75,000 and two cars.

Cartoonist Ollie Harrington, recently divorced from a Norwegian heiress, says he doesn't care to hear the *Wedding March* again. Yale graduate who is only 34, the New Yorker spends extra hours sailing.

Government clerk Clarence E. Shaw works in Washington, D.C., anti-juvenile delinquency projects, admits his delinquency in getting married results from failure to find easy-to-get-along-with girl with income.

Newspaperman Joseph "Scoop" Jones, ex-war correspondent of New Orleans, admits an interest in an attractive semi-career girl still in her twenties. As an amateur photog, he wants her photogenic.

Judge Joseph A. Craigen of Detroit has marched to the altar once, insists his second try be with a woman "who takes her vows seriously." In his forties, he has own home, car and real estate.

Artist Francis R. Couch, 26-year-old Philadelphian out of the Army a year, concedes marriage interests him if he can find an easy-to-look-at girl with "mind open enough not to be afraid of change."

Writer George B. Norford, who got discharge as Army Negro interest publicity man and headed for New York to do writing, prefers a wife who knows "how to handle children and men—especially me."

Poet Owen Dodson, who teaches playwriting at Howard U. in Washington, would be interested in a girl with "everything." Yale grad bides time with hobbies of collecting theater posters and circus horses.

SINGLE MEN

Bachelors are fair game for leap year husband-hunters

BY ERA BELL THOMPSON

THIS FIRST postwar leap year of 1948 has opened vast virginal vistas to the man-hunting army of brash, bold females who got left behind in the mass march to the altar after V-Day. For those who have the predatory urge, the one out of every ten adult males of the species who are marital holdouts are fair game with no holds barred.

Despite the widespread rumor (probably man-made) that there is a shortage of eligible menfolk, facts are in this era of women's revolt that bachelors are plentiful with no less than one million Americans who are free, non-white and over 21. But as always, they are a wary league of woman-frightened men who believe with sage George Bernard Shaw: "It's a woman's business to get married as soon as possible and a man's to keep unmarried as long as he can." As a consequence no more than a third of these vow-dodgers will succumb to the womanly wiles of brides-to-be during the next ten years, according to the brainy statisticians who keep count of feminine conquests. The others, the would-be glamour boys who travel in the wolf pack, will sing with one of brown America's foremost bachelors, Langston Hughes:

You can catch the wind
You can catch the sea,
But you can't pretty mama,
Ever catch me.*

Author Langston Hughes, long time veteran of the bachelor brigade, admits he's "somewhat" interested in marriage now that he's in his forties. "Petite, intriguing, sweet and brown" is his recipe for ideal wife.

But as long as some million colored women are doomed to spinsterhood by the sheer weight of statistics which show only 95 Negro males to every 100 females, the skirted clan of availables will chorus in rebuttal with this maidenly reporter:

No matter, sweet papa,
What you may have thought.
Ain't no man living
Who can't be caught.

Today the husband-hunting ladies on the trail of lonely bachelors as well as liberated benedicts are a jump ahead of their sisters of yesteryear. For close at hand are any number of enlightening tomes contributed by sober sociologists and psychic psychiatrists that are valuable blueprints in stalking the male prey. These gentlemen—traitors to their own sex, no doubt—have put the bachelor on the pan for study and come up with findings that will enable any female to make her conquest a genuine science. More exact and detailed than any hunting guide for the North Woods nimrod are the tables, maps and graphs which will direct the cunning miss toward Cupid's happy hunting grounds. With books that reveal which cities and which jobs are best for making a catch, the 1948-model bachelor girl will have a tough time missing her man.

In her corner, too, the leap year mantrapper can count public sentiment, which has looked down upon bachelors since the days of the Romans who refused to allow their footloose males to deliver orations or lead armies. In France and Italy in more modern times they have been taxed outrageously. One Delaware legislator recently introduced a bill to tax all bachelors over 30 some $50 annually for the support, of all things, of a home for unwed expectant mothers. Similar proposals have

Publicity man John D. Silvera of New York admits 12 years as a divorcee have been boring sometimes, "could be" convinced to try again with someone "free, brown, round and not too academic." He has a son at Palmer Memorial Institute.

Dentist Charles W. Hill of Hollywood, who admits to an income over $10,000 annually and real estate worth $600,000, insists he is not at all interested in marriage and prefers company of his dog Red and trips in his Cadillac.

*From *Shakespeare In Harlem* by permission of Alfred A. Knopf, Inc., publisher.

Continued on Next Page

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Detective Larry Bleach is a Detroit divorcee who wants to make a go at marriage again. Now 35, he keeps busy in athletics, attends prize fights quite often.

Teacher John S. Cousins of St. Louis supports his mother, admits his critical standards for a wife so high that "I'll probably die single."

SINGLE MEN *Continued*

cropped up in discussion of new income tax laws.

Most studies of the single man are decidedly uncomplimentary, almost enough so to convince the celibate girl he's no fit partner for an adventure with a marriage license. The graph-minded students of male spinsterhood and the Freudian mental giants who look at the world through be-bop glasses insist that bachelors are ill-weaned personalities. Under the scalpel of the gents who talk in terms of psycho this-and-that, the bachelor boys are a sorry lot.

Composite Of Bachelor And Girl He'd Marry

BUT it is also true—particularly among tan fugitives from the altar—that bachelors are good catches financially even if not temperamentally. The sleight-of-hand survey of the field, that smoked out the galaxy of could-be husbands on these pages, also determined the composite picture of Mr. Typical Single Man:

He's a professional man between 30 and 40, weight around 163 and height of 5 feet, 8 inches.

He earns between $3,000 and $5,000 annually, owns a car and some real estate.

He is "somewhat" interested in marriage.

And what would convince this holdout to take a soulmate? Bachelor, divorcee or widower—makes no difference which—all have set ideas about how they would word an ad for a bride. Composite of their specifications would read:

> WANTED: Attractive, well-dressed, brown-skinned girl, 25 years of age, five feet four, intelligent and preferably with some college training. Must be interested in a home and be a good cook and housekeeper. No socialite need apply.

Believing in the paraphrase that gentlemen prefer bronze, four-fifths of the eligibles would like a brownskin bride. Some have special requirements. New York Amsterdam News editor Dan Burley's recipe for a successful wife follows the traditional formula: "Must be a chef in the kitchen, a diplomat in the drawing room and a hussy in the bedroom."

Others, however, see a mate as fitting the prescription of La-Fayette Ford Jr., of St. Louis who would like a wife "willing to see that her husband is comfortable at all times." Ford agrees with Chicago physical education instructor Claude Walton who

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HARFORD FROCKS, Dept. L-9928, Cincinnati 25, Ohio

SINGLE MEN *Continued*

would like "a woman who does not want to become tied to my tail coat."

New Orleans manufacturer George Graham McDemmond, whose income runs over $10,000 annually and who boasts a cabin cruiser, is casting about for a girl "interested in my ambitions." He is seconded by Washington's financial analyst Ralph R. Selby, who sees a wife's "ambition for her husband's success" as a prime requirement for happy marriage.

Flint attorney Joseph N. Birch is looking for a girl who's "not too clever" while New York City undertaker James H. E. Lee, a $10,000-a-year man, wants "one with brains." Two who agree that they don't want any part of gold-diggers are Chicago businessmen William Couch, Jr., who wants a woman "not victimized by mink coat, 24-carat bourgeois delusions," and Chicago surgeon Harold W. Anderson, who would like a wife to "take marriage seriously rather than just a means of obtaining security."

Why They Don't Marry

WHY AREN'T these vow dodgers already in bondage? This is where the psychologists enjoy a field day but the gentlemen involved have their own ideas of what keeps them single. Noted sculptor Richmond Barthe bows out with: "I don't earn enough money. Also I like my freedom." Editor Burley, a widower, is set in his opinions: "I'm scared of women since I don't trust any of them. I have made a complete study of them, thinking I know all of their ifs, ands and buts, and consequently protect myself accordingly as a matter of course." D.C. analyst Selby says bitterly: "I feel that women have destroyed the value and the meaning of the institution of marriage by their mercenary and selfish approach to the problem." On the other hand Detroit pharmacist Howard W. Nelson, who is only 26, states simply: "I haven't anything against marriage. I just haven't fallen in love."

To these can be added the fearful flock of philanderers, whose sole interest in lovely ladies is limited to showing etchings. Two of these nameless characters commented: "This city has so many girls and it is quite easy to play" and "I'm sharing a girl with two other fellows and winter is almost here."

The think-boys, who deal in statistics and grey matter, are not nearly so glib and have a tongue-twister word, gynophobia, to describe the bachelor clique. The psycho set insist that bachelors (from the Latin *baccalaria* meaning lonely cowherd) are just plain scared, have a fear psychosis when it comes to getting hooked. They catalogue the specimens as follows:

THE MAMA'S BOY: The mother complex crops up in fellows who are just afraid to grow up and, like Portia in the soap operas, face life. Count this oedipus species as neurotic along with those who are too much in love with themselves to consider marrying one of the opposite sex.

THE WOLF: A deep sense of inferiority is the motive that

Physician Anthony J. Hackett, 27, a relatively recent addition to the medical profession in New Orleans, expresses interest in a 20 to 26 year old girl who "understands running a home and would be willing to help run a business."

Continued on Next Page

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Atlanta's bachelordom includes doctor Albert Miles Davis, still in twenties, and lawyer Sylvester S. Robinson, most of whose cases are divorces. These do not influence attorney who still is interested in a girl with "integrity of head and heart."

SINGLE MEN *Continued*

drives the promiscuous chap from one romance to another in an effort to prove to himself that he is attractive and potent. At least that is the view of the psychoanalysts who work over the gay blades to find what makes them fail to tick as marital partners. These Lotharios invariably boast of the number of women they have seduced but consider all of them beneath themselves and certainly unworthy of a permanent relationship.

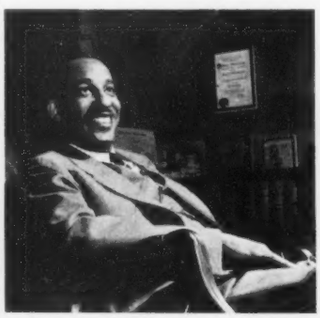
THE ONLY-GIRL TYPE: Pursuit of a phantom lover is an ancient sport with bachelors. It's a case of the right girl won't marry him and there's no one else in the entire universe that will do. Close kin to this gent is the fellow who just hasn't met the right girl. There's just none that pleases him. Humorist Ilka Chase tracks down this quarry to his haunts with the argument: "The man doesn't exist who hasn't met enough women from whom to choose a mate."

CAN'T-AFFORD-IT SPECIES: The high cost of living is the excuse this fellow gives. His brother bachelor in depression times was waiting for things to get better. Another variety says there's plenty of girls around and it's cheaper making the rounds than supporting one spouse. But the ladies who are on the pickup route are an expensive proposition when the flowers, liquor and restaurant bills are added up.

MARRIAGE-WON'T-WORK BOYS: Divorce statistics that show one out of every three weddings winding up on the rocks are the favorite arguments of this bunch. Marriage is a risky business, they contend, and many can point to broken homes of their parents as an example. But it is also a risk to ride in an automobile but no one stops using a car. The risks in marriage can't be avoided perhaps, but they can be reduced by an intelligent approach and with sincere efforts to make the partnership work.

THE SEX-SHY FELLOWS: Sometimes hard to believe, they still exist in this hard-bitten world. Because they're bashful and lonely, they're all the harder to find but once a girl traces this type to his lair he's a cinch for a wedding ring. These chaps are suckers for matrimonial correspondence clubs, unfortunately usually wind up with someone just as inhibited as they are.

DON'T-WANT-TO-GET-HURT GENTS: Some men have the



Louisville's candidates for the altar are assistant state's attorney Charles W. Anderson, divorcee who admits vices of being horse racing and poker fan, and dentist Turner R. Spellman, who would enjoy a wife who could play piano and sing.

Continued on Next Page

New York's eligible males count in their ranks probation officer Joseph H. Smith, who wants to meet a girl who's "affectionate but not the clinging vine type," and writer William H. Smallwood, who's 33 and says he wants a "middle-aged wife."

habit of falling in love with perhaps the right girl, but at the wrong time. "All the good women," it seems to some men, are already married. Although it is likely that a bachelor will date a woman without knowing her marital status, it does not follow that they will think any less of them for being married—and sometimes a whole lot more. Many divorcees fall into this class. Having one (or more) failures in marriage, they refuse to try again for fear of being hurt again. Usually they wind up denouncing the entire institution in general and women in particular. Another type is the he-man who's afraid he will turn out to be henpeck when a wife takes him in hand.

The Clinching Argument Against Bachelorhood

THERE are 206 reasons why men should marry, according to one women's magazine, really none for staying single. No matter what a man's excuse for steering clear of the middle aisle, basically it spells out fear whether it's the standard argument that "I can't find the right girl" or the woman-hating "I'd rather be dead than married."

But all the logic and reason in the world won't convince bachelors to abandon their stubborn status, won't rush them into City Hall until they're good and ready. Only the charms of an exciting woman can cinch the argument against bachelorhood. There are those who enjoy being pursued, others who play the aggressor with intent to duck out at the last minute. Whatever their technique, all would really like to take a wife to house and hold no matter how much they orate about the blessings of freedom. For the man-about-town finds being a glamour boy gets to be a bore even before he gets paunchy and gray around the temples. But pinning him down is another matter, an art dating back to the times of Cleopatra and practiced with new finesse in this leap year of 1948.

Certainly the casualty list among Class A eligible males in the past year still demonstrates the old saw that the longer they hold out, the harder they fall. Those who have tied the nuptial knot after sticking on the marital sidelines for too, too long a time include New York's high-salaried Judge Francis E. Rivers, composer Dean Dixon and writer-sociologist Horace Cayton.

Chicago's unmarried clan includes high school teacher Byron Minor, back in civvies after five years in the Army and "busy making up for lost time," and ear, nose and throat specialist Harold W. Anderson, who would like children.

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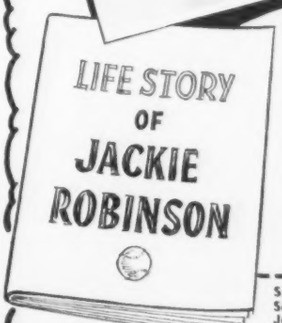

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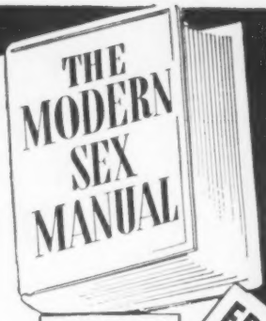

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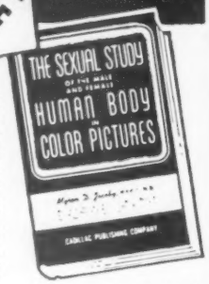

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Ready to pour tea, Katherine Dickerson presents a lush table for her guests. Salad is served as a first course, then the main course all on one plate. Tea tops off the luncheon plus a light, tasty frozen mint dessert.

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Place whole olive in center of 1 tbsp. cream cheese. Roll in chopped stuffed olives on bread board.

Mash yolks of hard-boiled eggs. Place anchovy in 1 tbsp. cream cheese. Roll in yolk. Put ball in salted egg white.

LAMB PATTIES ON PINEAPPLE

Chop 3 lbs. of lamb with bunch of green onion, 1 tbsp. mustard, 1 tsp. garlic salt. Mold into patties.

Place lamb patties on pineapple rings on grill. Put green pepper ring and 1 tbsp. mint jelly on each patty.

BUFFET BRIDGE LUNCHEON

TO U.S. CLUBWOMEN—and there are millions of them—bridge parties are the great American pastime. Saturday afternoons during the winter social season, bridge tables are trundled out from closets in thousands of communities across the land for their weekly workout. Hand in hand with bridge goes the omnivorous practice of serving assorted canapes, hors d'oeuvres and la-de-dah.

With the bridge season nearing its close this month, most hostesses are about at the end of their recipes and desperate for a new delight to present their guests. Assorted cheese balls and lamb patties on pineapple are ideal items to fill a malevolent menu, according to Chicago hostess Mrs. Katherine Dickerson whose South Parkway home is the scene of many social gatherings all winter long. With spring on everyone's mind, spring foods such as lamb, broccoli, watercress, cream cheese and parsley give a splendid May feeling. Mrs. Dickerson, wife of the ranking Chicago attorney, Earl Dickerson, does not indulge in bridge herself but often welcomes bridge parties of the Ugly Ducklings to her home. "Bridge and I just don't agree," she says, "so when I entertain my friends at a bridge party I love to serve buffet style. It gives them a chance to stretch their legs and have an appetizing cocktail. I don't believe in fancy, heavy menus, but rather tasty, colorful, nourishing foods that don't make one too conscious of calories."

Chop green onion and pimiento. Place in center of 1 tbsp. cream cheese in ball. Roll in chopped parsley.

Place two balls of each kind on bed of lettuce or watercress. Pour 2 tbsps. French dressing over plate.

Put in oven for 15 minutes. Brush with butter. Then place under broiler for another 15 minutes.

Finished luncheon plate has lamb patty, broccoli with Hollandaise sauce and hot clover leaf roll.

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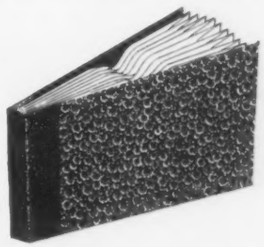

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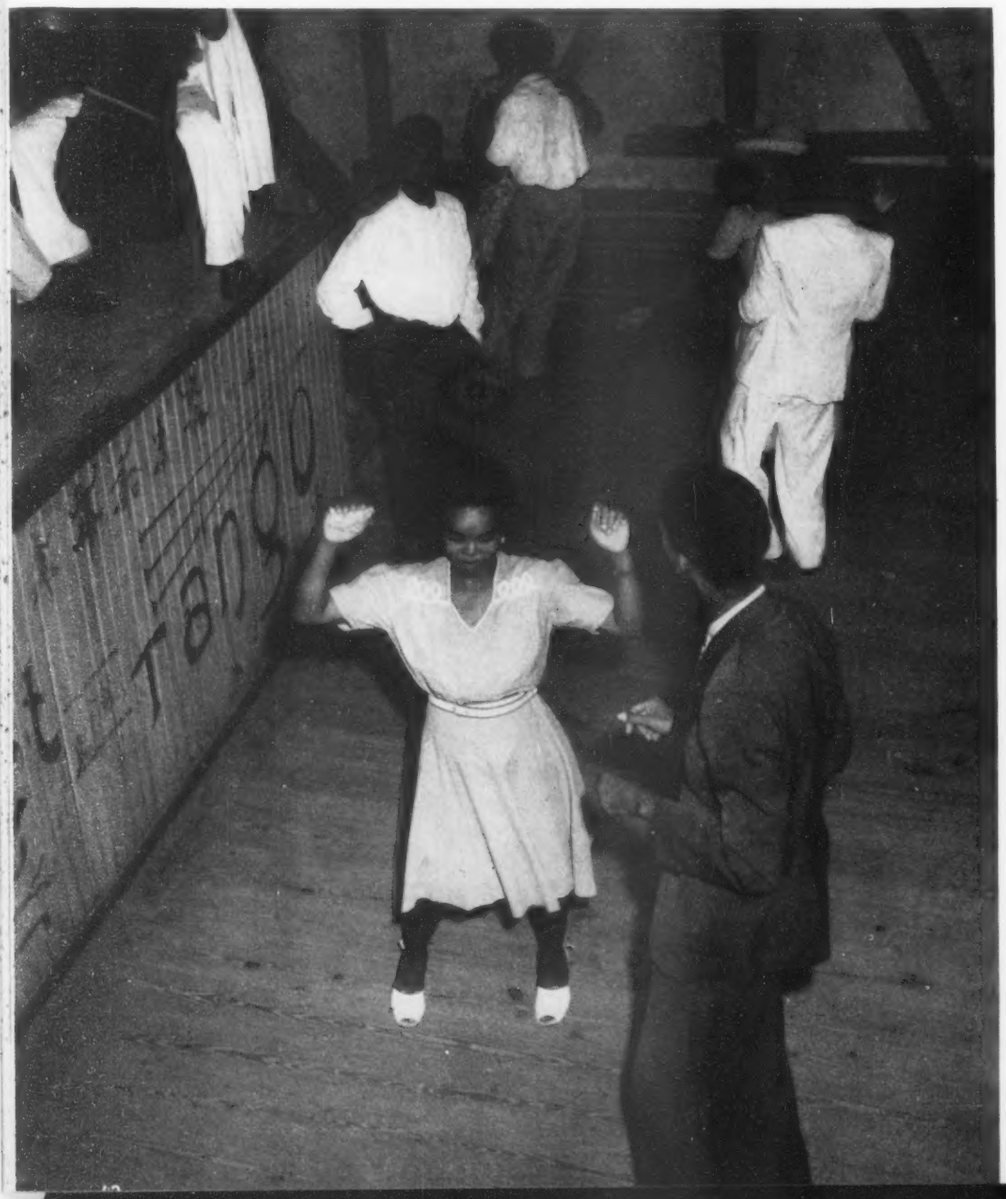
Dance team of Rita and Boscoe, who visited Martinique two years ago, demonstrate steps of beguine. In Select-Tango dance hall (below) at Fort de France in Martinique, native couple do original dance.



HOW THE BEGUINE BEGAN

LUSH AND LOVELY Martinique, a Negro colony belonging to France since the buccaneering days of the 17th century, gave the world the voluptuous "Beguine"—a dance distillation of a dozen dynamic cultures fused into a strange and exotic melange of its own design, in which African influences dominate all else with ruthless and barbaric authority.

Cole Porter's song, *Begin The Beguine*, first made the beguine dance famous beyond Martinique's borders. Porter says he had not heard of the Martinique dance or dance-music when he composed his celebrated song. While this hardly seems likely, especially since he served with the French forces in World War I, it is true that his song has no similarity to the melody and rhythm of the Martinique beguine—his is softly romantic while the dance is furiously erotic.

The word "beguine" is a corruption of the French "be guin," meaning flirtation or infatuation. But originally "beguine" was a word used to describe a member of a French religious group of women, first begun in the 13th century. Undoubtedly, the beguine dance, as most early dance forms, began as a religious expression in Martinique, and those women who performed the dance may have been members of the religious order. Whatever the word's origin, today "beguine" is applied exclusively to the exotic dance of Martinique.

The beguine is danced principally during the carnival season in late winter.

The dance, in its exuberant, uninhibited and joyful form, becomes the property of all classes during these festivities. Anyone who has seen the beguine danced at the famous Select-Tango dancehall in Fort de France in Martinique will never forget it. For though the beguine, Martinique's contribution to la danse, has kin elsewhere in the Caribbean, it nevertheless is uniquely French West Indian. Moreover, there is none of the flatness and formality characteristic in the dancing of refined and cultured peoples, who usually are self-conscious and fearful of letting down their hair. The beguine is frankly and fearlessly sexual and danced in Martinique with all inhibitions barred.

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Start of beguine is series of flirtatious gyrations by girl. Rita Christiani and Boscoe Holder, who demonstrate steps of beguine, are both Trinidad-born and plan U. S. concert tour soon. True beguine must be toned down for concerts.

Girl breaks away and dances solo in second phases of dance. She rolls hips and teases partner building up excitement. Polite version of the beguine is danced in Martinique salons, enjoyed brief popularity in Paris some years back.

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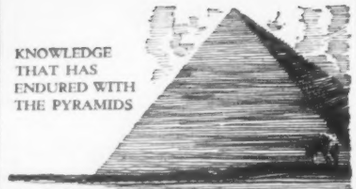

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Tantalizing female, once she excites partner, now plays hard to get and is pursued by male. Sometimes she will leave him altogether and dance with another man on floor. Rita has danced with Katharine Dunham and in several movies.

FOLK DANCE WAS ONCE

THE BEGUINE is sheer abandon. The dance is essentially a social expression performed by couples. There is a tease about it wholly exciting to the man. Boy and girl join bodies and commence simply and innocently enough. But as the music becomes hotter and wilder, and the drums beat more furiously, passions mount and ecstasies take possession.

Suddenly the girl breaks away from her partner and dances solo, gyrating and rolling her hips provocatively, teasing and flirting, luring him on and then rejecting him. He follows her about, dancing to the drum beats, and expressing a desire to possess her.

In these breakaways the girl sometimes turns to another partner. Maybe she will return to her first partner, and maybe not, for simulated promiscuity is one of the characteristics of the dance, this of course creates suspense and uncertainty for the man. If she returns, they come together and grind their posteriors in a rotating motion. Then they turn and grind some more. Hands are clasped behind the head or claw at the air in abandon.

This done, they clinch and cling. Her hands are clasped behind his neck and his hands entwine her lower waist, while writhing in rhythm. Actually, the dancers pantomime the sexual act in rhythm. Thus in the final bars of the music, there is a terrific burst to the climax, and finally sighs, groans and sometimes hysterical laughter as the spent dancers part with the end. So much emotion is expended that the beguine is rarely danced more than twice in the evening.

The Negro women who made the beguine famous are considered extraordinary beauties. The brownskin women of Martinique have indeed brought emperors to their feet—as early symbolized in Josephine's conquest of Napoleon, who perhaps saw the Creole beauty dance the beguine and made her his empress. These golden brown maidens, called flatteringly "fille-de-couleur," caused Paul Gauguin, the famous modern painter, to write friends back in France: "I cannot tell you of my enthusiasm. A young man has difficulty in preserving his chastity in Martinique for there is no lack of Potiphar's wives to charm and entrap one."

Martinique women are no slaves to fashion and are above copying the fashions of European or American women. Instead, their costumes "mimic the daring colors of the tropical birds." These outfits

Dance ends in wild ecstasy as she returns to partner and the two join in frantic, erotic movements that are climaxed by sighs, groans and laughter. Spent dancers move back to seats and usually drop, exhausted by physical exertion of dance.

OUTLAWED ON ISLAND

are of multi-hued Madras made into turbans held together with gold pins. The gowns contain all the clashing colors of a bold palette. A brilliant foulard or neck-scarf sets off the ensemble with pulse-stirring piquancy.

The coquettishness of the Martinique woman has given the beguine a distinguished place as a Caribbean dance form alongside Trinidad's calypso, Haiti's bamboula, Jamaica's obeah, and Cuba's rhumba. But in the beginning the beguine had a hard way to go. In the early days nearly every West Indian island had legislation and police regulations against the performance of religious and folk dances. Martinique was no exception. To assure the maintenance of white supremacy, the white colonial officials prohibited all African cultural influences, which the beguine undoubtedly has. Actually, the whites feared that the dances and drums would be used to incite rioting—and worse, revolt and rebellion.

The established Christian churches, officiated over by white clergymen, instigated much of the legislation to outlaw what they called "pagan" dances. Roman Catholics and Protestants, while at dagger-point on religious dogma, nevertheless united to suppress any expression of the African religions—and hence the dance, since it was one of the ritual forms. For example, the French Catholics procured enactments forbidding dance ceremonies and even today prod the police into conducting periodic raids, described euphimistically as "anti-superstition campaigns."

Economics, too, brought about repressive measures against native dances. The whites had too much trouble with their Negro servants running off into the hills to practice "pagan" rites and rituals. Ultimately this brought proscription, and even persecution, of Negro musicians, dancers, and priests. Even the bamboo-tamboo, a native instrument weighing no more than a few ounces, was banned by law as a "dangerous weapon."

Necessarily Negro dances had to be performed nights in hideaways, behind closed doors and in the faraway hills where there were no fish-eyed officials to forbid, prohibit, bar or ban native expression. Today, however, the beguine has emerged from the hills, native cafes, dancehalls and honkytonks, and entered the saloons, cabarets, theatres and ballrooms.

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FAST . . . CONVENIENT . . . SURE
Now you can enjoy the luxury of steaming hot water . . . anytime, anywhere . . . and you don't have to heat your house to get it! Simply plug heater's cord in socket and ***presto:*** you have the hot water you want "in no time at all!" Completely portable and lightweight. Carry it anywhere! Use it for everything from boiling eggs to taking a bath. Immediate delivery guaranteed ***only if you act now!***
SEND NO MONEY: Merely pay postman $4.98 plus postage on delivery. Or send cash and **we** pay postage. If not delighted, return in 5 days for refund.

Check These Features:
- ★ FACTORY GUARANTEED FOR 1 YEAR!
- ★ UNDERWRITER'S APPROVED CORD!
- ★ Quickly heats water as desired!
- ★ Fully insulated for assured safety!
- ★ Plugs in any AC or DC socket!
- ★ Completely portable; carry it anywhere!

AMERICAN MERCHANDISING COMPANY, 9 Madison Avenue, Montgomery 4, Ala. Dept. PH-110

HERE'S REAL "BIG SHOT" FLASH!

Men's *Genuine* STERLING SILVER Personalized INITIAL RING *Only* $3.98
With TWO SPARKLING SIMULATED DIAMONDS
"THE NEW YORKER"

Now you can have a massive *Sterling Silver* ring with YOUR OWN GOLD PLATED INITIAL and two gleaming simulated DIAMONDS at our amazingly low price! Actually compares in appearance with rings selling from $75 to $50 higher. Now you can appear to be as prosperous as many bankers and big city playboys who wear similar rings selling for hundreds of dollars. Why pay a fantastic sum? Order your own "personalized" initial ring now. Makes an ideal gift, too!
SEND NO MONEY! Just send name, address and ring size. (String or strip of paper will do.) Then pay postman only $3.98 plus 20% fed. tax and few cents postage. Or send $4.78 and we pay postage. ACT NOW! Return in 10 days for refund if you don't agree it's the best ring buy you have ever seen.

AMERICAN MERCHANDISING COMPANY, INC., 9 Madison Avenue, Montgomery 4, Ala. Dept. IR-46

Sensational Light-N-Write Combination
CONSTELLATION BALL POINT PEN AND CIGARETTE LIGHTER
You Get BOTH In ONE *For Only* $1.98 Post Paid

This End Lights ← USE BOTH ENDS → This End Writes

CIGARETTE LIGHTER the "light" that never misses!

BALL-POINT PEN the "write" that never fails!

A Pocket Pal . . . Or Purse Companion
Two modern pocket essentials . . . a ball point pen and a handy cigarette lighter. We've taken **both** and cleverly encased them in a single streamlined shaft of gleaming, golden chrome. **THE PEN:** That wonderful new ball point principle that's taken the country by storm . . . now ***perfected*** and ***improved*** to offer you ***greater writing perfection.*** Never skips . . . never blots! One jiffy refill cartridge gives many, many months of silky-smooth writing. **THE LIGHTER:** A simple flick of your thumb, and **flash**—there's a perfect flame every time. Ideal for cigarettes or pipes . . . also a handy emergency torch for dark rooms. **TOGETHER**—They're a peach of a pair for only $1.98—and if you don't think you've bought a double value after you see your thrilling twosome—we'll refund your money ***cheerfully!***

Send No Money
Order today! Pay postman $1.98 plus postage and C.O.D. charges. Or send $2.00 and **we** pay postage. If not delighted return in 10 days for refund.

AMERICAN MERCHANDISING COMPANY, 9 Madison Avenue, Montgomery 4, Ala. Dept. PL-27

YOUR SAVINGS MOUNT UP LIKE MAGIC BECAUSE YOU
Make Money With Your Own **JUKE BOX BANK**

$1.98 Post Paid Complete With Battery & Bulb

A Real Money-Maker For You . . . Because
FRIENDS AND RELATIVES WILL HELP YOU SAVE, JUST TO SEE HOW IT WORKS!

You'll see those nickels and dimes rapidly add up to mighty dollar bills with this new Juke Box Bank that's a gay plastic reproduction of the tuneful Juke Box down at the corner soda fountain. Bring it out at parties or when company comes to call. The coins and currency will really pour in, because **everyone** wants to see it light up electrically and flash its bit of advice: "It's Wise to Be Thrifty"—to which we might add: it's **easy** to be thrifty when you have an attention-getting, fun-producing Juke Box Bank.

SEND NO MONEY: send only your name and address. Then pay postman only $1.98 plus postage. Or send cash and **we** pay postage. If you are not delighted, return within 10 days for speedy, cheerful refund.

Put Your Coins in Slot and Press-in! JUKE BOX BLAZES WITH LIGHT AS IT FLASHES:
It's Wise to be Thrifty

AMERICAN MERCHANDISING COMPANY, 9 Madison Avenue, Montgomery 4, Ala. Dept. JB-17

ROYALTY—6 Piece service for 1—consisting of:

1—Large Size Dinner Plate
1—Soup Plate
1—Fruit Dish
1—Bread and Butter Plate
1—Cup
1—Saucer

. . . in the famous elegant Royalty or Pompadour patterns fashioned in the Louis XIV mode — from authentic designs in the Royal Palace at Versailles

POMPADOUR—6 Piece service for 1—consisting of:

1—Large Size Dinner Plate
1—Soup Plate
1—Fruit Dish
1—Bread and Butter Plate
1—Cup
1—Saucer

Never Before such a glamorous opportunity at such a spectacularly low price

Picture this magnificent Vogue Dinnerware in your china cabinet . . . picture the admiration of your guests as they view it on your dining table! It looks as though it must cost a fortune! Just think—guaranteed 22 Karat Gold decorated Vogue Dinnerware in the thrillingly beautiful Royalty or Pompadour patterns that have graced the regal state functions at the Versailles Palace! Each piece perfectly matched, exquisitely fashioned by the renowned Vogue China craftsmen. Now sensationally priced within your reach. Exclusive in design — *YET GUARANTEED OPEN STOCK*—you can fill in at any time if you wish additional pieces. Look—only $4.95 for a gorgeous 6 piece dinner service.

or

SAVE $10.00

Don't miss this sensational offer! You get the complete Vogue Dinnerware set in the Royalty or Pompadour patterns—full service for eight—

8 — Large Dinner Plates
8 — Soup Plates
8 — Fruit Dishes
8 — Bread and Butter Plates
8 — Cups
8 — Saucers

and, in addition, you get about $10.00 extra money's worth, consisting of—

1 — Sugar Bowl
1 — Sugar Bowl Cover
1 — Creamer
1 — Large Platter
1 — Vegetable Dish

53 pieces— All for only **$39.95**

(You Need Pay Only $10.00 Down)

GUARANTEED 22 KARAT GOLD

Every piece in the Vogue Royalty or Pompadour patterns is guaranteed 22 Karat Gold decorated by hand, guaranteed not to craze.

OPEN STOCK

Money refunded if not completely satisfied.

ACT NOW! You won't find any dinnerware so glowingly beautiful, so regally elegant—at so low a price! Get your order in fast—for yourself—or for a thrilling gift for the bride. Hurry—mail coupon with your check or money order.

CONTINENTAL CHINA CO.
225 FIFTH AVENUE • NEW YORK 10, N. Y.

(Service for 12 available on request)

MAIL THIS COUPON NOW!

Continental China Co., Dept. E1
225 Fifth Avenue, New York 10, N. Y.

Enclosed find ☐ check or ☐ money order amounting to $ _____

Send me _____ (quantity) 6 piece sets ☐ Royalty ☐ Pompadour

☐ I enclose $4.95 per set and agree to pay express charges on delivery, or

☐ I enclose $1.25 deposit for each set and agree to pay the balance plus express charges on delivery.

☐ Send me the 53 piece set ☐ Royalty ☐ Pompadour

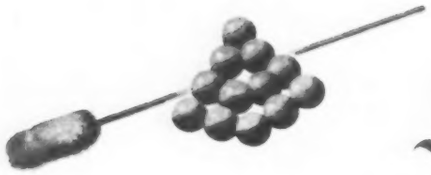
☐ I enclose $39.95 for the set and agree to pay express charges on delivery, or

☐ I enclose $10.00 deposit for the set and agree to pay the balance plus express charges on delivery.

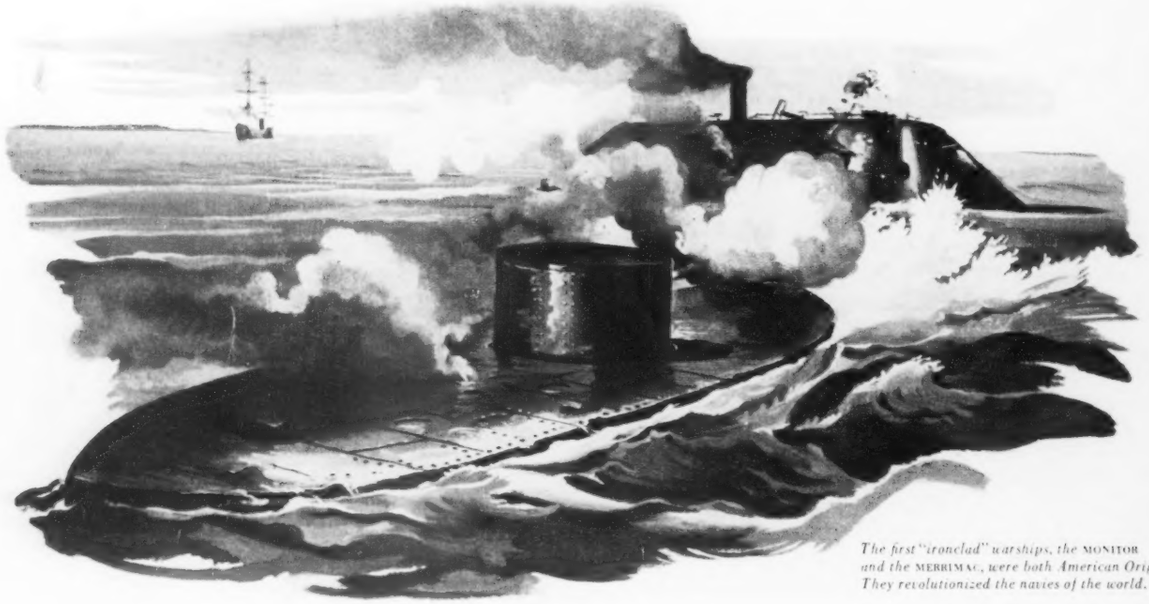
Name _____

Address _____

City _____ Zone _____ State _____



American Originals



The first "ironclad" warships, the MONITOR *and the* MERRIMAC, *were both American Originals. They revolutionized the navies of the world.*

In Seagram's American Original–*Ancient Bottle* Gin–you can *see* the difference because it is naturally golden. You can *taste* the difference, too, because Seagram's Gin is naturally smoother, naturally dry-est. It is the result of an original process...the first basic improvement in gin making in 300 years.

Back in the famous Original Bottle of pre-war years.

Seagram's
***Ancient Bottle* Gin**
DISTILLED DRY

DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM-DISTILLERS CORP., N.Y.